The Impact of Product and Process Service Innovation on Customer Loyalty with Customer Satisfaction as Intervene Variable (Case Study of Terra Adventure)

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Abstract:
This study investigated the extent of the impact of product and process of outbound services innovation from Terra Adventure on satisfaction and customer loyalty. This study used quantitative method with 60 respondents which were divided into 4 categories. The method used was regression of each variable with three sub-models using the comparison between the engine Lisrel and SPSS. The results of this study showed that in the case of Terra Adventure, product innovation had more influenced on satisfaction and loyalty compared to the innovation process services. Therefore, Terra Adventure is expected to focus more on business improvement process in its implementiation of the content and methods of delivery, providing a guarantee of quality of service and showing more positive things to consumers.

Keywords: *Product, Process, Innovation, Satisfaction, Loyalty*

I. Introduction

Healthy entertainment may not be separated from modern human life, especially in all big cities around Indonesia. One of outdoor entertainment that became the target for urban communities is often referred to outbound activities. Some of the urban community, in this case, Jakarta and surrounding areas or those more familiar with the name of JABODETABEK (Jakarta, Bogor, Depok, Tangerang, and Bekasi), conduct outbound activities on the weekends or on the sidelines of the dense office activities undertaken every day. Based from the fact, came the idea to develop the outbound provider as a business unit that could generate huge profits.

At least outbound business has grown more than 10 years. Early development of this business started in 2004, although outbound activities come into Indonesia from 1997, with its boom triggered by outdoor activities promoted by the younger generation of nature lovers from several major universities.

Below would be presented an overview of the development of EO (Event Organizer) or outbound providers from 1997, 2005 and 2013. Significant progress like it is shown becomes a general idea as the reason of this paper is so important to the organization or outbound providers who want to explore, criticize and expand the scope of their business.

Table 1. List of Outbound Providers Regional Based

No	Region	1997	2005	2013
1.	Jakarta	1 provider	59 providers	More than 200 providers
2.	Bandung	0 provider	No data	More than 100 providers
3.	Bogor	0 provider	7 providers	More than 50 providers

Source: Interview with Asep Riadi (Chairman of West Java AELI 2014)

Shown in table 1. that there is only 1 outbound provider engaged in experiential learning in 1997. The only provider is: OBI (Outward Bound Indonesia). OBI itself adopted the outward bound training way from England. Up to now, OBI remains present and active by offering training programs outbound to the large enterprise market segment.

From the data that is exposed, it can be concluded that there was great and hard rivalry exists between the outbound providers. This does not rule out the possibility that the service they provide tend to follow existing standards without any further exploration. The researchers found it necessary to reconstruct the value of the outbound activities through product innovation and process innovation services of the products offered by the existing outbound providers that later became a classy outbound JABODETABEK provider as well as a chosen provider of outbound for the people.

This paper would provide scientific result for these hypothesis as follows:

1. The product innovation has significant impact to customer satisfaction
2. The innovation process has significant impact to customer satisfaction
3. The product innovation has significant impact to customer loyalty
4. The innovation process has significant impact to customer loyalty
5. The customer satisfaction has significant impact to customer loyalty

II. Theoritical Framework

A. Marketing

Before we get into the conceptual framework which helps us look first at the big picture of the concepts that we are going to build. First we will discuss the concept of marketing and was followed by the concept of variables that will be used as the realm of our research.

According to the American Marketing Association (AMA): "Marketing is the activity, a set of institutions, and a process for creating, communicating, delivering and exchanging offerings have value for customers, clients and the community at large." (Https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx, 2015). Understanding marketing according to the American Marketing Association (AMA) cited by Keller (Keller, 2007) translated by

Benjamin Molan is as follows: "An organizational function and a set of processes for creating, communicating and submitting values to customers and manage the influence of customers in a profitable way organization and shareholders". Meanwhile, according marketing Association of Australia and New Zealand (MAANZ) cited by Buchari (Buchari, 2004), provide an understanding of marketing as follows: "Marketing is the activity that facilitate and expedite an influence exchange mutually satisfactory through creation, distribution, promotion and pricing of goods, services and ideas".

B. Service Marketing

According Lupiyoadi (Lupiyoadi, 2006), services marketing is any action that is offered by one party to another, in principle, intangible and does not lead to any transfer of ownership. Meanwhile, according to Umar (Umar, 2003), services marketing is marketing that is intangible and immaterial, and carried out at a time when consumers are dealing with producers. Services cover all economic activities whose product is not a physical product or construction , is generally consumed at the time the product was manufactured and the manufacturers provide added value in the form (such as comfort, entertainment, timeliness and health) are essentially intangible (Sisodia, 2015)

C. Innovation

Innovation at its core is concept of activity, as well as ideas to solve the problem by bringing economic value to the company and social value for the community. Innovation departing from the content of existing activities, by adding more value to produce a new idea of the value attributed to it.

Innovation stems from things that seem trivial by opening their eyes and ears to listen to the aspirations of the complaints of consumers, employees, the environment and society. The Company became institutionalized place for the people who gathered to exploit new ideas. (Myers and Marquis, 2003 in Salah (Salah, 2010) There are several ways that can be taken to produce innovative products according to Kotler, 1987 in Salah (Salah, 2010) will include:

1. Develop a new product attributes
   a. Adaptation (another idea or development of products as diverse as the great demand)
   b. Modification (change of color, movement, sound, smell, shape and appearance)
   c. Enlargement (stronger, longer, bigger)
   d. Form (slimmer, lighter, smaller)
   e. Substitutes (other materials, process, power source)
   f. Realignment (another pattern, another layout, competent)
   g. Reversing (outside becomes the inside and vice versa)
   h. The combination (mixing, gathering, assembly, combined units, usability, allure and ideas)
2. Develop a variety of quality levels
3. Develop a model and size of the product (product proliferation).

Innovation in this paper would be developed in two areas: Product Innovation and Process Innovation services. These innovations will be discussed one by one in more detail.

1. Product Innovation

The definition of the notion of product innovation by Myers and Marquis (Marquis, 2005) in M.T. Reinikainen, M. Fallast (Fallast 2009), product innovation is a "combination of the various processes that interplay with each other. So innovation is not a concept of a new idea, a new invention nor is a development of a new course, but innovation is a combination of all these processes.

According to Rogers and Shoemaker (1972), product innovation is a new idea that is different from what already exists. Innovation in this case is the application of an idea or invention. The discovery is the concept of an idea. Rogers formulate innovation as follows: Innovation = theoretical concept invention + commercial + (an aim to make a profit). (Kotler, 2002).

2. Process Innovation

According to the Oslo Manual 3rd book (OECD/Eurostat, 2005) process innovation is the implementation of a significant development of a product or method of presentation. This includes significant changes in techniques, equipment or implements and including the software. Innovation processes can be used to lower production costs in order to further improve the quality or to improve the marketability of a product or service.

Innovation process of delivering a product (service process) here is intended as an innovation of the delivery of the product until it is completely up to and useful for customers. All this is happening in some outbound provider is the implementation process of transfer of knowledge from the facilitator to the participants considered only occurs when the only activity regardless of whether the participants can truly internalize the values of these products after they moved away from where the activity takes place. This is what can actually be used as a starting point for changing in a way or mechanism of the process of delivering the product.

D. Consumer Satisfaction

According to Hardinis (Hardinis, 2010), quality of products and services play an important role in shaping consumer satisfaction, but it is also closely related in creating benefits for the company. The more quality products and services provided by these companies, the satisfaction felt by the customer will be higher. According Fandy Tjiptono (Fandy Tjiptono, 2002:24), their customer satisfaction will be able to establish a harmonious effect between producers and consumers. Create a good foundation for repeating purchases and the creation of customer loyalty and form a word of mouth recommendation which will be able to benefit a company. According to Kotler and Armstrong (Kotler & Armstrong, 2002:13) satisfaction level is the extent to which a product is perceived according to the expectations of the buyer.

Consumer satisfaction according to (Zeithaml & Bitner, 2003:86) in Hendi Mohammad (Mohammed Hendi, 2009) as "customer's evaluation of a product or service in terms of whether that product or service has met reviews their needs and expectation". Thus customer satisfaction is a behavior that is formed against the purchase of goods or services as those products. Customer satisfaction is very important because it will affect the smooth running of a business or company. Customers who are satisfied with the product and services used to be back in using the product and services offered.

Consumer satisfaction alone can briefly be defined as a situation where the expectations of consumers for a product meet or correspond with the facts. Thus, consumers would feel happy if the product meets expectations. Instead, consumers will feel disappointed if the facts of these products far below expectations. Consumer expectations can be seen from three things: First, their own experience when using the product, second, the experiences of others who are told and third, information from advertising.

From the explanation definition of satisfaction, then generally it can be interpreted as satisfaction among service or an acceptable result it should at least be equal to or even surpass consumer expectations (Hardinis, M. 2009).

E. Consumer Satisfaction

According Tjiptono (Tjiptono, 2002:24) in Hardinis (Hardinis, 2009), creation of customer satisfaction can provide several benefits including influence between the company and customers to be harmonious, became the basis for repeat purchases and customer loyalty as well as the recommendation of mouth for the favorable company. According to Kotler (Kotler, 2003:140) Effect between satisfaction and loyalty is when customers achieve the highest satisfaction level that causes a strong emotional bond and a long-term commitment to the company's brand.

Oliver and Hardinis (Oliver in Hardinis 2009) defines consumer loyalty to a state where there is a strong commitment in the purchase and reuse of goods and services of the company. The level of consumer loyalty consists of four stages:

1. Cognitive Loyalty

Phase knowledge directly or indirectly, consumers will be the brand, benefits and continue to purchase based on a belief in the superiority offered. Basic loyalty is information about the products or services provided to consumers.

2. Loyalty Affective

Favorable attitude of consumers towards the brand is the result of repeated confirmation of his hopes for a lasting loyalty cognitively stage. Basic consumer loyalty is the attitude and commitment to products and services, so as to have formed a more profound influence between consumers and providers of products or services compared to the previous stage.

3. Loyalty Conative

The very strong intention to buy and has a high engagement which is a motivating force.

4. Loyalty Measures

It is linking a good addition to the action and the desire to overcome difficulties such as the action loyalty. Tjiptono (Tjiptono, 2002:85) in Hardinis (Hardinis 2009) suggested six indicators that can be used to measure customer loyalty, namely:

1. The Purchase
2. The habit of consuming these brands
3. Always liked the brand
4. Fixed choose the brand
5. Convinced that the brand is best
6. To recommend the brand to others.

III. Methodology

A. Sample

Questionnaires were distributed to 60 school society respondents who have been appointed by using purposive sampling method and divided into four major categories. The categories are as follows:

Table 2. Respondents

No	Characteristics	Type of Position
1.	*Decision Maker*	Principal, Decision Maker, head of HR, Homeroom teacher
2.	*Influencer*	Influencer, Vice Principal, counsellor teachers, Religion teacher
3.	*Supervisor*	Supervisor, Subjects Teacher, Administration section Division of Administration
4.	*Player/Participant*	Player/Participant

The samples also taken from respondents who ever joined the outbound activities with Terra Adventure more than 2 times.

B. Indicators

These variables consist of dimensions and indicators construct the statements in the questionnaires.

1. Product Innovation (X1)

These are any measures to find creative and unique ways, especially for adding value to the product and services that exist. The indicators:

- Increasing the number of new products
- Use of new facilities and infrastructure
- The uniqueness of products supplied
- Increased security and comfort products

2. Process Innovation (X2)

These are any measures to find a unique and creative way in the process of delivering product and services in the form of outbound services. The indicators:

- Diversity of skills of the facilitator
- The process of preparation of unique activities
- The process of implementation of unique activities
- The process of closure of unique activities
- Concern for the constructive criticism from consumers

3. Customer Satisfaction

It is the feeling of happiness or disappointment of someone who emerged after comparing the perception or impression of the performance of a product and its expectations. (Kotler, 2002: 42) The indicators:

- Satisfaction of the uniqueness of the product
- Satisfaction of the product delivery process
- Compliance benefits
- Fulfillment
- Satisfaction guarantee of quality of service

4. Customer Loyalty

It is the degree of the extent to which a consumer purchasing behavior show repeat use of the service provider and have a disposition or tendency positive attitude towards the service provider and only consider using these providers when the need arises to use this service. (Gramer & Brown in Utomo, 2006: 27) The indicators:

- Purchase reset to the products of services offered
- Provide references to others about the company's services
- Have a positive influence to others about the company's services
- Demonstrate immune to the charms of competitors

C. Conceptual Framework

The conceptual framework is clearly needed and is made of the variables described above. In this study, the conceptual framework of the paper can be seen below:

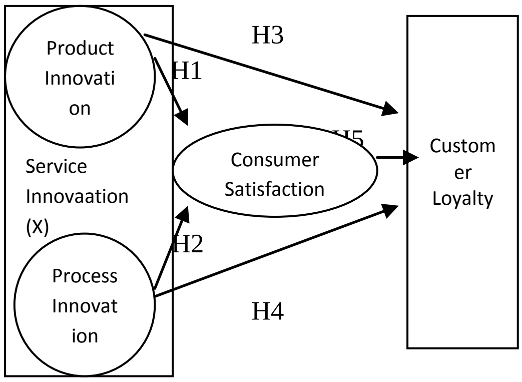

Fig. 1 Concept of Research

IV. Result

A. Results Sub Regression Model 1

Y '= 0.264 + 0,717X1 (Products)

Y '= 0.264 + 0,224X2 (Process)

These figures can be interpreted as follows:

1. Constant amounted to 0.264; meaning, when Product Innovation (X1) the value is 0, then the Satisfaction (Y') is positive at 0.264.

2. The regression coefficient product variable (X1) of 0.717; meaning that if the product innovations has increased 1 innovation, the satisfaction (Y') will increase by 0.717. The coefficient is positive, meaning there is a positive influence between product innovation with satisfaction, the more innovative products brings the more satisfied customers.

3. The regression coefficient of process variables (X2) is 0.224; meaning that if the innovation process has increased 1 innovation, the satisfaction (Y') will increase by 0.224. The coefficient is positive, meaning there is a positive influence between the innovation process with satisfaction, the more innovation

process happened the more satisfied customers.

4. Specifically for Process Innovation at the table significance suffered a ballpark figure of 0.05, which means that 0.047 is the influence of innovation processes and customer satisfaction significantly less compared to product innovation and customer satisfaction.

B. Result Sub Regression Model 2

Y' = 0.927 + 0,414X1 (Products)

Y' = 0.927 + 0,344X2 (Process)

These figures can be interpreted as follows:

1. Constant 0.927; meaning, when Product Innovation (X1) value is 0, then the Loyalty (Y ') is positive 0.927.

2. The regression coefficient product variable (X1) of 0,414; meaning that if one product innovations increased, the loyalty (Y ') will be increased by 0,414. The coefficient is positive, meaning there is a positive influence between product innovation and loyalty, the more innovative products the more customers would be loyal.

3. The regression coefficient of process variables (X2) is 0.344; meaning that if the innovation process has increased one innovation, the loyalty (Y ') will increase by 0.344. The coefficient is positive, meaning there is a positive influence between the innovation process and loyalty, the more innovative the process is the more customers would be loyal.

4. Specifically for Process Innovation in table 0.05 significance experienced figure exceeded the 0056 which means that the influence of innovation processes and customer loyalty LESS significant effect compared to product innovation and customer loyalty.

C. Result Sub Regression Model 3

Y ' = 0.689 + 0,810Z (Satisfaction)

These figures can be interpreted as follows :

1. Constant amounted to 0.689; meaning if Satisfaction (Z) value is 0, then the Loyalty (Y') is positive at 0.689.

2. The regression coefficient variable products (Z) of 0.810; meaning that if satisfaction is increased one level, then loyalty (Y') will increase by 0.810. The coefficient is positive, meaning there is a positive influence between satisfaction and loyalty, the more satisfied they are also the customers more loyal.

V. Conclusion and Implications of the Findings

A. The research can draw conclusions as follows:

1. There is a significant influence on product innovation to customer satisfaction.
2. There is less or no significant effect of process innovation to customer satisfaction
3. There was a significant effect of product innovation to customer loyalty
4. There is less or no significant effect of process innovation to customer loyalty
5. There is a significant influence on customer satisfaction to customer loyalty

From the tentative conclusion above, there are some findings that could serve as the basis for determining what strategic decisions can be taken by Terra Adventure in its efforts to develop the outbound provider.

Meanwhile, findings include:

1. Effect of process innovation to customer satisfaction significantly less than product innovation to customer satisfaction. Influence of the variables: 22.4% versus 71.7%
2. Effect of the Innovation process less than customer loyalty significantly compared to product innovation to customer loyalty. Influence of the variables: 34.4% versus 41.4%
3. There was a positive influence between satisfaction and loyalty, the more satisfied customers, the more loyal they are precisely. Influence of the variable: 81%

1. Strategic Implications for Findings in Hypothesis I

In findings hypothesis I mentioned that influence innovation processes towards customer satisfaction significantly less than product innovation to customer satisfaction . Influence of : 22.4 % versus 71.7%. Therefore, researcher suggests managerial implications of the findings of the first hypothesis is as follows:

1. Terra Adventure should improve the process of implementation of the content and methods of delivery to the participants to be more unique outbound.
2. Terra Adventure should improve the process of implementation of the content and methods of delivery to the participants to be more attractive outbound.

2. Strategic Implications for Findings in Hypothesis II

In the second hypothesis findings stated that the effect of the innovation process to customer loyalty significantly less than product innovation to customer loyalty. Influence of: 34.4% versus 41.4%. Meanwhile, managerial implications of the proposed consists of:

1. Terra Adventure must fix the process of implementation of the reliability of the facilitators who deliver products to the participants outbound. This is very important considering the reliability is just one dimension of the process variables that can affect customer loyalty.
2. Terra Adventure should improve the process of implementation of activities so that the quality of the process of the activity can be increased, thus improving the quality will be directly aligned with the loyalty of consumers.

Improvement of the quality of the process activities can be done by comparing the processes of implementation of activities that there has ever been seen on the extent of the response from the participants. Selection process of implementation of activities that have the most positive feedback will improve the quality of the implementation process outbound activities.

3. **Strategic Implications for Finding in Hypothesis III**

In the third hypothesis mentioned findings that occurred between the positive influence of satisfaction on loyalty, more satisfied customers, the more loyal they are precisely. Influence of the variable: 81 % . Looking back on existing instruments , the researcher sees the need for managerial implications for Terra Adventure that can be seen in the explanation below:

1. Terra Adventure need to emphasize the guarantee on the quality of the services provided so that consumers can find satisfaction when using services from Terra Adventure.
2. Terra Adventure needs to further demonstrate the positive things that exist in the outbound service. As for how could give positive impressions before or after activity can also perform an interesting promo. Positive things could always be felt and remembered by consumers all the time.

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