

THE INFLUENCE OF OPENNESS TO EXPERIENCE, CONSCIENTIOUSNESS, EXTROVERSION, AGREEABLENESS, AND NEUROTICISM AN CELLULAR SERVICE CUSTOMER LOYALTY IN PEOPLE IN LHOKSEUMAWE CITY

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Abstract

The aim of this research is to determine the influence of openness to experience, conscientiousness, extroversion, agreeableness and neuroticism on the loyalty of cellular service customers in the community in Lhokseumawe City. The research method is a quantitative research method. This research was conducted by Lhokseumawe City. The population in this study is the people of Lhokseumawe City who use XL Axiata, the sample in this study was 96 respondents. The research results show that customer openness (X1), conscientiousness (X2), extroversion (X3), and agreeableness (X4) partially have a positive and significant effect on customer loyalty (Y) of cellular services in the community in Lhokseumawe City. Meanwhile, neuroticism (X5) has a negative and significant effect on customer loyalty (Y) for cellular services in the community in Lhokseumawe City. Simultaneously, openness to experience, conscientiousness, extroversion, agreeableness and neuroticism influence customer loyalty in cellular services in Lhokseumawe City, this is because based on the F test, the significance value is found to be $0.000 < 0.05$, then F_{count} is $13.371 > F_{table}$ 3.13

Keywords: *Customer Openness, Conscientiousness, Extroversion, Agreeableness, Customer Loyalty*

INTRODUCTION

The rapid development of telecommunications technology has a huge impact on telecommunications service companies in Indonesia. One of the developments in telecommunications technology is the development of cellular telecommunications. Mobility and the increasing needs of the community in communicating anywhere and anytime make the driving factor for the emergence of cellular-based technology (Juniti & Prabantoro, 2017). The increasingly strong competition makes it necessary for these cellular service companies to keep customers satisfied and loyal to their brands. The following is data on the development of cellular operators in Indonesia.

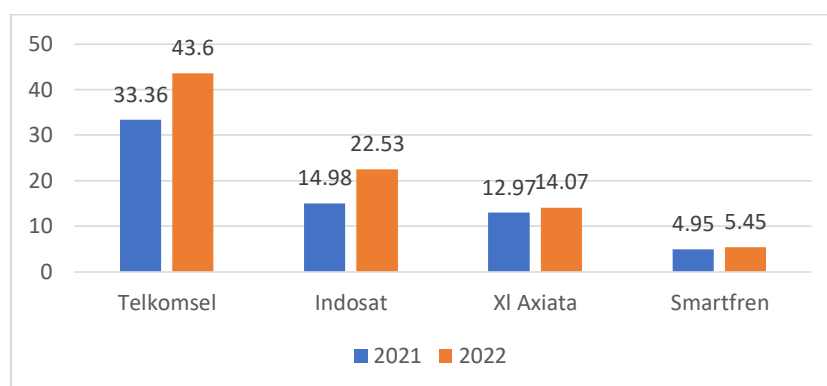


Figure 1: Development of Mobile Services

Source: Katadata.com (2023)

Based on the data above, it can be seen that Telkomsel is the most widely used by Indonesians, and has increased in the 2021-2022 period. The number of Telkomsel users increased by 43.6%. Meanwhile, the least is Smartfren, which is 5.45% in 2022. Of course, the data above shows the competition between provider industry managers, whose main goal is to create high satisfaction and loyalty for users of their products (Kang and Hustvedt, 2014). Customer loyalty is seen as a key driver of company profitability. With intense competition in mobile

services and indications that the market may have reached maturity, customer loyalty has become an important research area in the mobile services sector (Ammari and Bilgihan, 2019). One of the cellular services used by the community is XL Axiata, currently especially the people of Aceh are experiencing an increase in the use of cellular services, the following are cellular service users in Aceh:

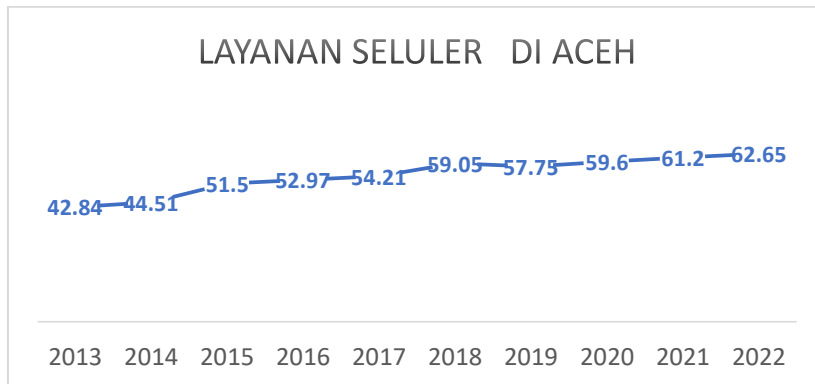


Figure 2. Cellular Services in Aceh Province

Source: Central Bureau of Statistics of Aceh Province (2023)

The data shows that cellular service users in Aceh Province are increasing. However, one of the service providers, XL Axiata, has not been able to dominate the market in Aceh, especially Lhokseumawe City. This can be seen from the XL network that has not been able to reach every corner. Currently, the number of XL users in Aceh reaches 325 thousand people spread across 23 districts / cities. But even so, XL Axiata enthusiasts in Lhokseumawe City, especially among teenagers who still need the internet, tend to be interested in using XL because the prices offered are cheaper. On the other hand, until now Xi continues to strive to improve performance in the future, of course, to improve its services to consumers so as to achieve consumer loyalty. Of course, consumer loyalty is believed to be influenced by several factors, the first factor is the openness of experience. The experience that customers have felt while consuming a product or service will act as one of the main factors that have a significant effect on customer loyalty, as research conducted by Smith (2020) states that openness affects customer loyalty. The next factor that influences is conscientiousness, as research conducted by Smith (2020) states that conscientiousness is a constructive human trait that is expected to have a positive influence on purchasing outcomes, namely higher levels of conscientiousness among customers are expected to result in better purchases and better purchases are expected to drive higher levels of satisfaction.

The next factor that influences is extroversion, Extroversion is characterized by behaviors such as high enthusiasm, sociable, energetic, interested in many things, ambitious, hardworking and friendly with others and dominant in their environment. As according to Mroz and Kaleta (2016) who state that extroversion is positively related to job satisfaction. The next factor that also influences is agreeable, this trait affects positive consumption-type behavior, customer friendliness is significantly related to the display of positive emotions and these emotions create a positive influence on loyalty (Siddiqui, 2012). The next factor that is also believed to influence is neuroticism, neuroticism describes individual emotional instability, individuals who are easily stressed, have unrealistic ideas, want something excessively and maladaptive coping responses.

Based on the explanation above, the problem formulations in this study are (1) how is the effect of openness of experience on cellular service customer loyalty in the community in Lhokseumawe City? (2) how is the effect of conscientiousness on cellular service customer loyalty in the community in Lhokseumawe City? (3) how is the effect of extroversion on cellular service customer loyalty in the community in Lhokseumawe City? (4) what is the effect of agreeableness on mobile service customer loyalty in the community in Lhokseumawe City? (5) what is the effect of neuroticism on mobile service customer loyalty in the community in Lhokseumawe City? (6) what is the effect of openness to experience, conscientiousness, extroversion, agreeableness and neuroticism on mobile service customer loyalty in the community in Lhokseumawe City?

LITERATURE RIVIEW

Customer loyalty is the willingness of customers to continue to use the goods and services of a company over a long period of time on a recurring basis, and voluntarily recommend the company's products to friends or colleagues (Fardani, 2020). Indicators of customer loyalty are first choice, best favorite, and consideration (Tsoai and Chipunzai, 2022). Openness to experience indicates that the individual is curious, imaginative, unconventional and has broad interests (Smith, 2020). In line with that, openness to experience has proven to be beneficial in small businesses because people with this trait are very creative and innovative (Franco and Prata, 2019). Indicators of openness to experience are liking, good imagination, hearing new ideas, looking for deep meaning in new things, and liking products (Tsoai and Chipunzai, 2022). Conscientiousness is a personality dimension related to a person in action. These people are hardworking, well organized, action-oriented and tend to take responsibility for their actions (Franco and Prata, 2019). Conscientiousness indicators are paying attention to detail, planning, completion, success, and saving time (Tsoai and Chipunzai, 2022).

Extroversion is a trait characterized by a tendency to experience positive emotions such as being active, energetic, talkative and enjoying social interactions. To further clarify, extroverts are observed to derive their energy from interacting with others (Hwang, Han and Hyun 2018). Indicators of extroversion are having friends, spending energy, being difficult to get to know, liking to be alone, and enjoying time alone (Tsoai and Chipunzai, 2022). Agreeableness refers to an individual's tendency to understand others, Agreeableness is characterized by people who are kind, trustworthy, and cooperative (Ningsih and Rijanti, 2021). Indicators of agreeableness are not avoiding contact with others, making friends easily, talking a lot, attracting attention, and feeling comfortable (Tsoai and Chipunzai, 2022). Neuroticism is a personality trait that generally describes someone who is moody (Naik and Yadav 2017). It relates to someone who is less emotionally stable and has a certain level of negative emotions (irritable and usually sad). Indicators of neuroticism are not relaxed, dislike yourself, panic easily, not easily offended, mood swings, rage and not calm under pressure (Tsoai and Chipunzai, 2022).

RESEARCH METHOD

The type of research is quantitative, the research was conducted in Lhokseumawe City, the population in this study were the people of Lhokseumawe City who used XL Axiata cellular services. Determination of the sample using the Slovin formula, this is done because the population is not known with certainty so that 96 respondents will be sampled. Data collection techniques using questionnaires and literature studies. The following is an operational definition of variables in this study:

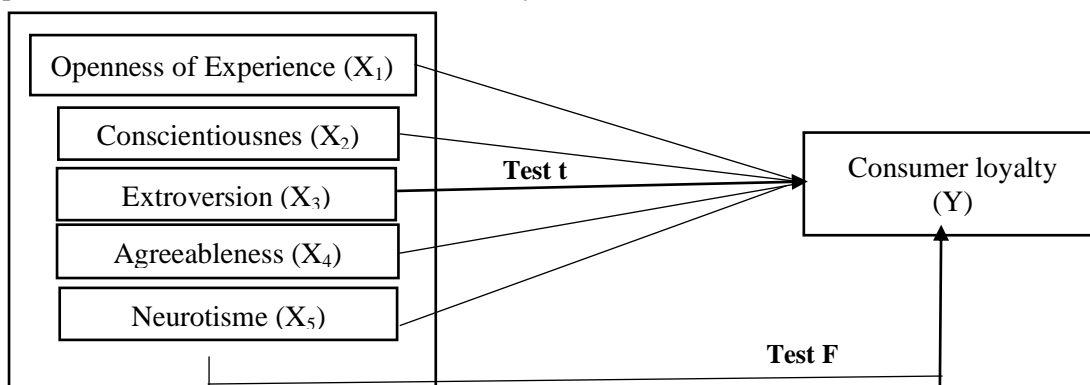


Table 1. Conceptual Framework

The data analysis used is to test the research instrument by conducting a validity test and reliability test. Furthermore, analyze the classical assumption test by conducting a normality test, multicollinearity test, and heteroscedasticity test. Furthermore, conducting multiple linear regression analysis tests to see the equation, and also conducting hypothesis tests, namely the t test and F test. Furthermore, analyze the classical assumption test by conducting a normality test, multicollinearity test, and heteroscedasticity test. Furthermore, conduct multiple linear regression analysis tests to see the equation, and also conduct hypothesis tests, namely the t test and F test.

RESULTS AND DISCUSSION

Research results

The validity test is a measure that shows the levels of validity or validity of an instrument. The validity test was carried out using the Pearson moment of correlation test, the following are the results of the validity test:

Table 2. Validity Test

o	Variable Indicator	R _{result}	R _{table}	Descrip tion
<i>Openness of Experience (X₁)</i>				
	Indicator 1	0,646	0,20	Valid
	Indicator 2	0,791	1	Valid
	Indicator 3	0,714	0,20	Valid
	Indicator 4	0,658	1	Valid
	Indicator 5	0,724	0,20	Valid
			1	
			0,20	
			1	
			0,20	
			1	
<i>Conscientiousnes (X₂)</i>				
	Indicator 1	0,388	0,20	Valid
	Indicator 2	0,262	1	Valid
	Indicator 3	0,649	0,20	Valid
	Indicator 4	0,761	1	Valid
	Indicator 5	0,743	0,20	Valid
			1	
			0,20	
			1	
			0,20	
			1	
<i>Extroversion (X₃)</i>				
	Indicator 1	0,436	0,20	Valid
	Indicator 2	0,312	1	Valid
	Indicator 3	0,583	0,20	Valid
	Indicator 4	0,459	1	Valid
	Indicator 5	0,528	0,20	Valid
			1	
			0,20	
			1	
			0,20	
			1	
<i>Agreeableness (X₄)</i>				
	Indicator 1	0,229	0,201	Valid
	Indicator 2	0,580	0,201	Valid
4	Indicator 3	0,325	0,201	Valid
	Indicator 4	0,322	0,201	Valid
	Indicator 5	0,654	0,201	Valid
<i>Neurotisme (X₅)</i>				
	Indicator 1	0,536	0,201	Valid
	Indicator 2	0,558	0,201	Valid
	Indicator 3	0,508	0,201	Valid
5	Indicator 4	0,284	0,201	Valid
	Indicator 5	0,481	0,201	Valid
	Indicator 6	0,423	0,201	Valid

	Indicator 7	0,469	0,201	Valid
Consumer loyalty (Y)				
6	Indicator 1	0,652	0,201	Valid
	Indicator 2	0,792	0,201	Valid
	Indicator 3	0,836	0,201	Valid
	Indicator 4	0,731	0,201	Valid

Based on the table above, it can be seen that the statements on the independent variable and the dependent variable have a result > r table, so each question is valid and can be trusted to collect research data. Furthermore, conduct a reliability test, according to Ghozali (2018) a variable is declared reliable if it provides a Cronbach Alpha value > 0.60. The following is a reliability test which can be seen below:

Table 3. Reliability Test

Variable	Cronbach Alpha	Standrd Alpha	Description
Openness of Experience	0,777	0,60	Reliable
Conscientiousnes	0,725	0,60	Reliable
Extroversion	0,626	0,60	Reliable
Agreeableness	0,673	0,60	Reliable
Neurotisme	0,662	0,60	Reliable
Consumer loyalty	0,798	0,60	Reliable

Based on the table above, it can be explained that the variables of Openness to Experience, Conscientiousnes, Extroversion, Agreeableness and Neuroticism and customer loyalty have a Cronbach's Alpha value > 0.60. Thus, the reliability measurement shows that the question items are reliable and suitable for further analysis.

Classical Assumption Test

The first classic assumption test is to do a normality test, the normality test uses a Probability plot. The following are the results of the normality test:

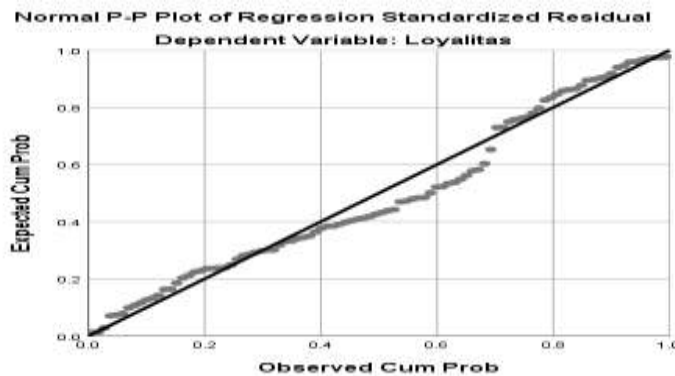


Figure 3: Normality Test using Probability Plot
Source: Primary data processed (2023)

Based on the picture above, it shows that the points spread and approach the diagonal line, which means that the regression model is normally distributed. The next classic assumption test used is the multicollinearity test, to detect the presence or absence of multicollinearity in the regression model, it can be seen from the Tolerance and Variance Inflation Factor (VIF) values. The results of the multicollinearity test are as follows:

Table 4. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Openness of Experience	0,867	1,153
	Conscientiousnes	0,916	1,092
	Ekstroversion	0,770	1,299
	Agreeableness	0,915	1,093
	Neurotisme	0,951	1,051

Dependent Variable: Customer Loyalty

Based on the table above, it shows that the results of the multicollinearity test on each variable, namely Openness to Experience has a tolerance value of 0.867 and a VIF of 1.153 and the correlation between Conscientiousnes has a tolerance value of 0.916 and a VIF of 1.092; the correlation between extroversion has a tolerance value of 0.770 and a VIF of 1.299; the correlation between agreeableness has a tolerance value of 0.915 and a VIF of 1.093; the neuroticism correlation has a tolerance value of 0.951 and a VIF of 1.051. The above results show that there is no multicollinearity.

Data Analysis

Multiple linear regression analysis is carried out to determine the direction and how much influence the independent variable has on the dependent variable, the results of multiple linear regression are as follows:

Table 5. Multiple Linear Regression

Variable	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	0,440	0,607			0,725	0,470
Openness of Experience	0,338	0,080	0,364		4,247	0,000
Conscientiousnes	0,144	0,069	0,173		2,078	0,041
Ekstroversion	0,344	0,142	0,220		2,421	0,017
Agreeableness	0,298	0,093	0,268		3,215	0,002
Neurotisme	-0,195	0,079	-0,203		-2,476	0,015

Source: Primary data processed (2023)

Based on the table above, the equation in this research is written as follows:

$$Y = 0.440 + 0.338 X1 + 0.144 X2 + 0.344 X3 + 0.298 X4 - 0.195$$

From the results of the multiple linear regression equation, it can be interpreted that the constant is 0.440, which means that if the variables of Openness to Experience, Conscientiousnes, Extroversion, Agreeableness and Neuroticism are considered constant, customer loyalty has a value of 0.440.

1. The regression coefficient of the Openness of Experience variable is positive at 0,338, indicating a positive relationship which means that any change in Openness of Experience causes customer loyalty to increase by 0,338.
2. The regression coefficient of the Conscientiousnes variable is positive at 0,144, indicating a positive relationship which means that any change in Conscientiousnes causes customer loyalty to increase by 0,144.
3. The extroversion variable regression coefficient is positive at 0,344, indicating a positive relationship which means that any change in extroversion causes customer loyalty to increase by 0,344.

- The regression coefficient of the Agreeableness variable is positive at 0,298, indicating a positive relationship which means that any change in Agreeableness causes customer loyalty to increase by 0,298.
- The regression coefficient of the Neuroticism variable is negative by 0,195, indicating a positive relationship which means that any change in Neuroticism causes customer loyalty to increase by 0,195.

To determine the hypothesis, the t test is used, the t test basically shows how far the influence of one independent variable partially explains the variation in the dependent variable. To determine the t table value, the formula $df = n - k - 1 = 96 - 6 - 1 = 89$ is used, the t table value of 89 is 1.662. Based on table 5, the following are the results of ui t:

- The tcount value of customer openness is 4,247 with a significant value of 0,000, while the ttable value at $\alpha = 0,05$ is obtained at 1,662, meaning that $tcount > ttable$ ($4,247 > 1,662$). So the decision accepts H1, which means that partially openness of experience has a positive and significant effect on Cellular Service Customer Loyalty in the Community in Lhokseumawe City.
- The tcount value of Conscientiousnes is 2,078 with a significant value of 0,000, while the ttable value at $\alpha = 0,05$ is obtained at 1,662, meaning that $tcount > ttable$ ($2,078 > 1,662$). So the decision accepts H2, which means that partially Conscientiousnes has a positive and significant effect on Cellular Service Customer Loyalty in the Community in Lhokseumawe City.
- The tcount value of Extroversion is 2,421 with a significant value of 0,017, while the ttable value at $\alpha = 0,05$ is obtained at 1,662, meaning that $tcount > ttable$ ($2,421 > 1,662$). So the decision accepts H3, which means that partially ectroversion has a positive and significant effect on Cellular Service Customer Loyalty in the Community in Lhokseumawe City.
- The tcount value of Agreeableness is 3,215 with a significant value of 0,002, while the ttable value at $\alpha = 0,05$ is obtained at 1.662, meaning that $tcount > ttable$ ($3,215 > 1,662$). So the decision accepts H4, which means that partially Agreeableness has a positive and significant effect on Cellular Service Customer Loyalty in the Community in Lhokseumawe City.
- The tcount value of neuroticism is -2,476 with a significant value of 0,015, while the ttable value at $\alpha = 0,05$ is obtained at 1,662, meaning that $tcount > ttable$ ($2,476 > 1,662$). So the decision rejects H5, which means that partially neuroticism has a negative and significant effect on Cellular Service Customer Loyalty in the Community in Lhokseumawe City.
- Furthermore, to determine the relationship simultaneously, the F test is used to test whether the independent variables simultaneously affect the dependent variable.

The results of the F test can be seen in the table below:

Table 6. Test F

<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1 <i>Regression</i>	10,635	5	2,127	13,371	0,000 ^b
<i>Residual</i>	14,317	90	0,159		
<i>Total</i>	24,952	95			

Source: Primary data processed (2023)

Based on the table above, it shows that the results of the f test show that the significance value is 0.000 < 0.05, then the Fcount is 13.371 > Ftable 3.13. Based on this, it can be concluded that H6 is accepted, which means that openness to experience, conscientiousnes, extroversion, agreeableness and neuroticism affect customer loyalty to cellular services in Lhokseumawe City.

CONCLUSION

The conclusions of this study are as follows:

1. Openness of experience has a positive and significant effect on cellular service customer loyalty in the community in Lhokseumawe City where statistically $t_{count} > t_{table}$, namely $4,247 > 1,662$ and the significant value is $0,000 < 0,05$.
2. Conscientiousness has a positive and significant effect on cellular service customer loyalty in the community in Lhokseumawe City where statistically $t_{count} > t_{table}$, namely $2,078 > 1,662$ and the significant value is $0,000 < 0,05$.
3. Extroversion has a positive and significant effect on cellular service customer loyalty in the community in Lhokseumawe City where statistically $t_{count} > t_{table}$, namely $2,421 > 1,662$ and the significant value is $0,017 < 0,05$.
4. Agreeableness has a positive and significant effect on cellular service customer loyalty in the community in Lhokseumawe City where statistically $t_{count} > t_{table}$, namely $3,215 > 1,662$ and the significant value is $0,002 < 0,05$.
5. Neuroticism has a negative and significant effect on cellular service customer loyalty in the community in Lhokseumawe City where statistically $t_{count} > t_{table}$, namely $2,476 > 1,662$ and the significant value is $0,015 < 0,05$.
6. Simultaneously openness to experience, conscientiousness, extroversion, agreeableness and neuroticism affect customer loyalty to cellular services in Lhokseumawe City because the significance value is $0,000 < 0,05$ then at $F_{hitung} 13,371 > F_{tabel} 3,13$.

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