

THE IMPACT OF SERVICE QUALITY THROUGH CUSTOMER SATISFACTION ON CUSTOMER LOYALTY

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Abstrak

Tujuan dari riset ini adalah untuk mengenali dampak mutu Pelayanan melalui kepuasan pelanggan yang diberikan oleh karyawan terhadap loyalitas pelanggan pada UD. Workshop Keraton serta pengaruhnya terhadap loyalitas pelanggan pada UD. Workshop Keraton. Teknik pengolahan data menggunakan analisis data SPSS. Populasi dalam penelitian ini merupakan pelanggan atau pembeli pada UD. Workshop Keraton Jati Jepara yang berada di Labuhanbatu. Teknik pengumpulan sampel yang digunakan adalah probability sampling dengan mengarah pada random sampling incident, jumlah sampel yang digunakan sebanyak 100 orang yang berbelanja pada UD. Workshop Keraton Jati Jepara. Penelitian menghasilkan kesimpulan mutu pelayanan dan Kepuasan Pelanggan berdampak secara parsial terhadap Loyalitas Pelanggan ditinjau berdasarkan Sig. < 0.05 untuk kedua variabel dan ditinjau dari perbandingan nilai t hitung dan t tabel adalah t tabel < dari t hitung, sehingga Kualitas Pelayanan dan Kepuasan Pelanggan berdampak positif terhadap Loyalitas Pelanggan. Melihat hasil model 1 dan 2 dapat diketahui besarnya dampak secara langsung yang di berikan variabel kualitas pelayanan terhadap loyalitas pelanggan sebesar 0.341 dan pengaruh tidak langsung kualitas pelayanan melalui kepuasan pelanggan terhadap loyalitas pelanggan adalah 0.252.

Kata Kunci : *Kepuasan Pelanggan, Loyalitas Pelanggan Kualitas Pelayanan*

Abstract

The research aims to recognize the impact of the quality of service through customer satisfaction that is given by the employees of the customer loyalty at UD. Keraton Workshop and its influence on customer loyalty at UD. Keraton Workshop. Data processing techniques using SPSS data analysis. The population in this study are customers or buyers at UD. The Jepara Jati Palace Workshop, which is located in Labuhanbatu. The sample collection technique used is probability sampling by referring to random sampling incidents, the number of samples used is 100 people who shop at UD. Jepara Jati Palace Workshop. The study led to the conclusion the quality of service and customer satisfaction is impacted by partial towards Customer Loyalty is reviewed by Sig. <0.05 for both variables and in terms of the comparison of the value of t count and t table is t table < of t count so that Service Quality and Customer Satisfaction have a positive impact on Customer Loyalty. Looking at the results of models 1 and 2, it can be seen that the direct impact given by the service quality variable on customer loyalty is 0.341 and the indirect effect of service quality through customer satisfaction on customer loyalty is 0.252

Keywords: *Customer Satisfaction, Customer Loyalty, Service Quality*

INTRODUCTION

The development of the business world at this time experienced many changes and obstacles caused by the Covid-19 pandemic. Business operators are required to make innovations that can be applied during this pandemic, for the necessary qualified management and can anticipate any changes in business patterns that can be applied to future pandemics covid-19. Therefore, someone is expected to be able to use exactly the resources that exist in the company to be able to generate profits maximum of resource use it.

Lots of activities to produce a product that is good from marketing activities, to influence the market in a company requires a good strategy to look at business opportunities in the form of services or products, o l eh Therefore it allows the company to provide a service or product that is better than before and can be better than its competitors, to be able to make consumers interested and to be able to meet consumer expectations and satisfaction in using its services and products.

Businesses must be aware that customers are currently shifting to the online purchasing process and can find many products with a combination of products and services at a certain price level, and their expectations of quality and service continue to increase, especially during the Covid-19 pandemic. For this reason, business actors are required to always pay attention to service to consumers because service quality can be said to be a unique condition. After all, the level and factors are different for each person who contributes to it (Rashid & Rokade, 2019).

Customer loyalty is a reflection of service quality and certain product quality (Rahayu et al., 2019) so that loyalty can be understood as a psychological commitment of customers which then results in a sequence of purchases, purchase proportions and purchase probability, therefore customer loyalty greatly affects the development and income of a business (Novianti, Endri, 2018). Efforts to

increase customer loyalty are through service quality (Winarno et al., 2020)

Service quality is guided by the level of perfection of service in meeting the needs and demands of each consumer. So that is defined by the quality of service that is representing the level of service excellence to bring a sense of complacent individual consumers or customers (Javed et al., 2021).

The satisfaction of the customer can be considered as a business in hope or a certain level describes satisfaction as a form of feeling happy or too upset experienced by a person after making an analogy right way the services or the result of a product based on expectations (Dewi, 2020). Based on the above discussion, it can be concluded that the role of good service quality is very important and has a very significant impact on customer satisfaction, if there is no proper service it will reduce customer satisfaction (Harazneh et al., 2020).

Based on research conducted by Muhammad Alam (2021) note that the quality of service is an impact on customer satisfaction, customer satisfaction does not affect big on customer loyalty, will be but the quality of service that has a major impact on customer loyalty. This happens because customers are more focused on the nature and behavior of employees in providing services (Alam & Bilal, 2021).

Based on research made by Fakhrol Arifin (2020), it is concluded that service quality and customer satisfaction have an impact on loyalty, whereas price does not have an impact on customer loyalty because customers do not care about the price when they are satisfied with the service and based on this they decide for data ng return or not (Arifin et al., 2020).

The Jati Jepara Keraton Workshop in increasing customer satisfaction always pays attention to service quality so that one form of customer satisfaction is employee response and exposure to products to customers which causes customers to be satisfied with the services provided, even though customers are satisfied with the services provided, Jepara Jati Palace

Workshop cannot confirm the level of customer loyalty at the Keraton Jati Jepara Workshop.

Therefore, the research is intended to see " **Influence Service Quality Through Customer Satisfaction To Customer Loyalty UD. Jepara Jati Palace Workshop** " .

The objectives and targets of research are to see the impact of the quality of service through customer satisfaction will be the loyalty of customers at UD. Jepara Jati Palace Workshop.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Customer satisfaction according to Kotler in (Rachmawati, 2020) is the level of early perception of people after seeing two or more ways of working (result) of service to the desired expectations. So the *level* of customer satisfaction is the result of a comparison of the way of working that is felt with what is expected. In general, there are three *levels of* satisfaction experienced by consumers. If the work is under desire, the consumer will be disappointed. If the performance is as desired, the consumer is satisfied. If the way it works is above the desire, the consumer is very satisfied, happy, or happy (Alhakimi & Qasem, 2019).

Kotler and Keller (Pinem et al., 2019) explain that consumer satisfaction is a person's feelings of love and disappointment after comparing how the product works or the results given to consumer expectations. If the work method fails to meet expectations, the consumer is not satisfied or disappointed. If the way it works is as expected, the consumer is satisfied. If the work method is above expectations, consumers will be very satisfied or happy.

Consumer satisfaction (*consumer satisfaction*) is all expressions that shown consumers obtain or use a product or service. This is the assessment by the review after consumers take or obtain services for goods and services. Thus the level of satisfaction is the result of comparing the

work method and product quality with the expectations of consumers (Khawaja et al., 2021). Based on the exposure of experts that can be concluded that customer satisfaction is *the level* of perception of a person after comparing how the results are felt by consumers with expectations. Consumers will be satisfied if the work method and product quality are following consumer expectations. But if the consumer's expectations for the way it works and the quality is not fulfilled, the consumer will be disappointed, so will the way it works and the product quality exceeds the consumer's expectations. (Citra Savitri & Flora Patricia Anggela, 2020).

According to (Andrianto & Santoso, 2019) there are three factors in reviewing consumer satisfaction in general, namely:

- a. *Attributes related to the product*, namely factors that are connected to the product.
- b. *Attributes related to service*, namely the factors that are connected to the guarantee given and the way the service is provided.
- c. *Attributes related to purchasing* are factors that are connected to the ease of purchasing services.

According to (Yayat, 2017) Service quality can be measured based on dimensions, namely:

1. Tangible where the criteria are :
 - a. Employee appearance when serving buyers,
 - b. Customer convenience provided
 - c. Ease of service,
 - d. The orderliness of employees in service,
 - e. Ease of customers for getting service, and
 - f. Auxiliary equipment used in the service
2. Reliability where the criteria are :
 - a. The shrewdness of employees when serving customers,
 - b. There are special standards in service,

- c. The ability of employees to use tools when performing services
3. Responsiveness where the criteria are :
 - a. Follow up every customer request
 - b. Employees are fast in service,
 - c. Employees are right in service,
 - d. Meticulous employees in service,
 - e. Punctual employees in service
 - f. Employees respond to customer complaints.
4. Assurance where the criteria are :
 - a. Employees guarantee timely service,
 - b. Employees guarantee costs in service,
 - c. Employees guarantee validity in service
 - d. Employees guarantee the certainty of costs in service.
5. Empathy where the criteria are:
 - a. Employees put the interests of customers first,
 - b. Employees are friendly in serving,
 - c. Employees are polite in serving,
 - d. Employees do not differentiate between customers in the serving
 - e. Employees value every customer.

Judging from the experts above, the authors conclude that consumer satisfaction factors are consisting of a discrepancy, expectation, comparison, performance, confirmation or disconfirmation, attributes related to service, attributes related to the product, attributes related to purchase (Ha, 2014). Therefore the factors that will be in this study are the factors put forward by Tjiptono and Diana (Tiza & Susanti, 2019), namely discrepancy, expectations, comparison, performance, confirmation or disconfirmation with the level of service quality put forward by Zeitham in (Pakurár et al., 2019).

RESEARCH METHOD

1. Population
A population is a *group of* elements in which there are objects, people, transactions, and events that are interesting to study in a study (Legionosuko et al., 2019). In this study, the population is customers or consumers at the UD. Workshop at Keraton Jati Jepara Jati Jepara in 2020.
2. Sample
The sample is part of the population. In this study, the number of samples used was 100 customers of UD. Workshop at Keraton Jati Jepara. How to capture a *sample* of this research using *accidental sampling* which is sampled by chance. this method is part of *Non-Probability Sampling*, that is, there are no specific criteria for *sampling* so that all *samples* have the same opportunity (Amri et al., 2019).
3. Sampling Technique
The sampling technique in this study refers to sampling by Slovin where the minimum *sample is* limited (*finite population survey*), intending to estimate the *sample* based on the population (Putri & Anggraeni, 2018).

In the implementation of this research, the activities carried out in it are exploring services and customer satisfaction by analyzing existing problems, collecting data then processing and analyzing the data, and finally concluding the results of the data analysis that has been carried out

RESULTS AND DISCUSSION

Analysis of service quality and customer satisfaction with customer loyalty at UD. Workshop Keraton Jati Jepara can be described with the following conceptual framework:

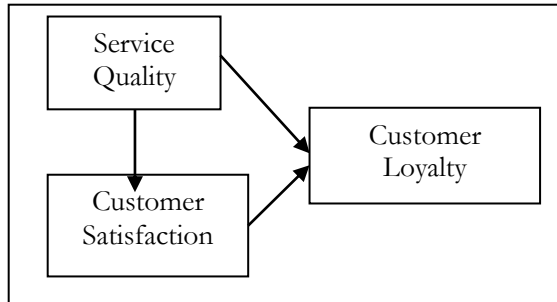


Figure 1. Conceptual Framework

Where :

H1: Service quality has a positive and significant impact on satisfaction customer

H2: Customer satisfaction has a positive and significant impact on loyalty customer

H3: Quality of service through customer satisfaction has a positive impact and significant to Customer Loyalty

1. Validity test

This test is useful for knowing whether the data being processed is *valid*. The following are the results of the author's validity test :

Table 1. Validity Test

		Correlations			
		Service quality	Customer satisfaction	Customer loyalty	Total
Service quality	Pearson Correlation	1	.779 **	.842 **	.957 **
	Sig. (2-tailed)		.000	.000	.000
	N	80	80	80	80
Customer satisfaction	Pearson Correlation	.779 **	1	.908 **	.909 **
	Sig. (2-tailed)	.000		.000	.000
	N	80	80	80	80
Customer loyalty	Pearson Correlation	.842 **	.908 **	1	.957 **
	Sig. (2-tailed)	.000	.000		.000
	N	80	80	80	80
Total	Pearson Correlation	.957 **	.909 **	.957 **	1
	Sig. (2-tailed)	.000	.000	.000	
	N	80	80	80	80

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

Based on the results of the r-count that is greater than the r-table (0.220) it can be concluded the overall data valid (Yusup, 2018).

2. Reliability Test

Table 2. Reliability Test

Reliability Statistics

Cronbach's Alpha		N of Items
.865		3

Judging from the results of the Alpha value which is greater than the r-table

(0.220), it can be concluded that the overall data is reliable (Yusup, 2018).

3. Regression Analysis Model 1

Table 3. Regression model 1

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

	B	Std. Error	Beta		
1 (Constant)	3,327	2,463		1,351	.181
Service quality	.285	.026	.779	10,971	.000

a. Dependent Variable: Customer Satisfaction

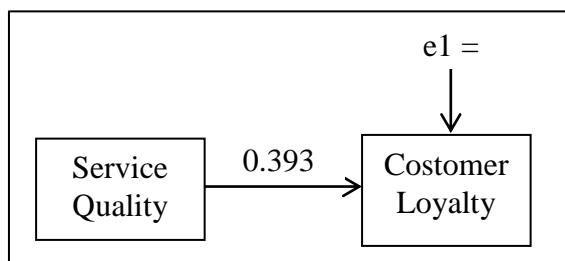
Based on the results of *output* model 1, it is known that service quality has a significant impact on customer satisfaction in terms of the value of Sig. < 0.05. therefore, hypothesis (h1) is accepted.

Table 4. Summary Model 1
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	.607	.602	1,382

a. Predictors: (Constant), Quality of Service

Judging from the *R - Square value* of 0.607, the contribution value of the impact of service quality on customer satisfaction is 60.7%, while 39.3% is



influenced by other factors not included in this study.

The value of e1 from the results above is : $e1 = \sqrt{1 - 0.607} = 0.63$, therefore the path diagram for model 1 is known as follows:

Figure 2. Path model 1

4. Moded Regression Analysis 2

Table 5. Regression model 2

Model	Coefficients ^a					
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	T	Sig.
2	(Constant)	2,248	2,737		.822	.414
	Service quality	.238	.045	.341	5,229	.000
	Customer satisfaction	1,223	.124	.642	9,838	.000

a. Dependent Variable: Customer Loyalty

Based on the results of output model 2, it is known that service quality and customer satisfaction have a significant impact on customer loyalty in terms of the value of Sig. < 0.05. M aka known of the impact of service quality through customer satisfaction to customer loyalty (h 3 is received).

Table 6. Summary Model 2
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
2	.933 ^a	.871	.868	1,517

a. Predictors: (Constant), Customer Satisfaction, Quality of Service

b. Dependent Variable: Customer Loyalty

Based on the R - Square of 0.871, the contribution value of service quality impact through customer satisfaction on customer loyalty is 87.1%, the remaining 12.9% is influenced by other factors outside of this study (Ningsih & Dukulang, 2019). The value of e2 from the above results is : $e2 = \sqrt{1 - 0.871} = 0.36$. by because it was then obtained model line 1 as follows:

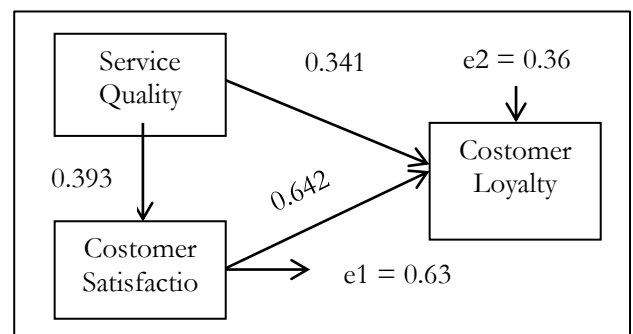


Figure 3.Line model 2

Based on Figure 3, it can be seen that the direct impact given by the service quality variable to customer loyalty is 0.341 and the indirect impact on service quality through customer satisfaction to customer loyalty is 0.252. Based on this, it is known that the direct impact is 0.341 > from the value of the indirect impact of 0.252.

5. T-test (partial)

Table 7. T-test

Model	Coefficients ^a				Sig.
	Unstandardized Coefficients	Standard Error	Standardized Coefficients	t	
1 (Constant)	2,248	2,737		.822	.414
Service quality	.238	.045	.341	5,229	.000
Customer satisfaction	1,223	.124	.642	9,838	.000

a. Dependent Variable: Customer Loyalty

With these results, it is concluded the quality of service and customer satisfaction impact in itself on customer loyalty in terms of the value of Sig. <0.05 (Tampil et al., 2017).

Judging from the results of the comparison t - table <t - count the Quality waitress's and Customer Satisfaction impact Posit if the Customer Loyalty (Tampil et al., 2017).

6. Simultaneous f Test Based on the Sig.

Table 8. Test f

Model	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1196,247	2	598,123	259,755	.000 ^b
Residual	177,303	77	2,303		
Total	1373,550	79			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer

Seen from the simultaneous test results, it can be seen that customer satisfaction and service quality have a simultaneous impact on customer loyalty in terms of Sig < 0.05 (Ndangi et al., 2019). Judging from the test results f, then customer satisfaction and quality of service impact simultaneously on customer loyalty in terms of value 259 755 f count> f table of 3108 (Amri et al., 2019).

CONCLUSIONS

Judging from the results of research that has been done on the impact of service quality through customer satisfaction on customer loyalty at UD. Workshop palace, The author concludes that Service Quality and Customer Satisfaction have an impact on customer loyalty in terms of value Sig. <0.05 and seen from the comparison value between t table 1.991 <from t count, the service quality and customer satisfaction have a positive impact on consumer loyalty. From the results of model 1 and model 2, it can be seen that the direct impact given by the service quality variable on customer loyalty is 0.341 and the indirect effect of service quality through customer satisfaction on customer loyalty is 0.252. Based on this, it is known that the value of the direct impact is 0.341> of the value of the indirect impact is 0.252. In terms of the overall test, it can be seen that customer satisfaction and service quality have a simultaneous impact on customer loyalty in terms of the value of Sig <0.05 and the results of the f table test, it can be concluded that service quality and customer satisfaction have an overall impact on customer loyalty in terms of f calculated 259,755> from f table 3,108.

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