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The Effect of Service Quality and Personal Marketing on Customer Satisfaction and it's Implications on Syifamart Customer Loyalty (Survey at Syifamart Putri Jalancagak, Subang Regency)

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Abstract: This study aims to analyze the influence of service quality and personal marketing on customer satisfaction and its implications for customer loyalty at SyifaMart Putri Jalancagak, Subang Regency. The background of this study is based on the increasing competition in the retail business that demands every business actor to be able to provide superior service and build personal relationships with customers. This study used a quantitative method with a survey approach to 105 customers selected through a purposive sampling technique. Data were collected through questionnaires and analyzed using path analysis to test the direct and indirect effects between variables. The results showed that service quality and personal marketing have a positive and significant effect on customer satisfaction, and customer satisfaction has a significant effect on customer loyalty. In addition, customer satisfaction was proven to mediate the effect of service quality and personal marketing on customer loyalty. This study concluded that improving service quality and implementing an effective personal marketing strategy can strengthen SyifaMart's customer satisfaction and loyalty in a sustainable manner.

Keywords: Service Quality, Personal Marketing, Customer Satisfaction, Customer Loyalty, SyifaMart.

INTRODUCTION

The retail industry is experiencing increasingly complex dynamics, driven by increasing competition and changing consumer behavior. Consumers are no longer solely focused on price and product availability, but are also increasingly concerned with service quality and the shopping experience. In this context, retail companies are required to provide added value through quality service and marketing strategies focused on long-term customer relationships. A company's inability to meet customer expectations has the potential to reduce customer satisfaction and encourage customers to switch to competitors offering a better shopping experience (Han et al., 2020).

Service quality is a key determinant in shaping customer perceptions of a retail company. Consistent and professional service creates a positive experience that directly impacts customer satisfaction. Previous research has shown that service quality significantly influences customer satisfaction and loyalty in various modern retail contexts (Ismail & Yunan, 2020; Anjani & Astuti, 2020). Customers who experience quality service tend to have higher levels of trust and demonstrate a tendency to make repeat purchases.

In a competitive retail environment, service quality also serves as a key differentiator between companies offering similar products. When service does not meet customer expectations, satisfaction levels decline, and customer loyalty becomes difficult to maintain. Conversely, superior service can create sustained satisfaction and strengthen long-term relationships between customers and the company (Asnawi et al., 2021). Therefore, service quality is not only viewed as an operational aspect but also as a crucial strategy for customer retention.

In addition to service quality, a marketing approach that emphasizes personal relationships, or personal marketing, is increasingly relevant in retail business practices. Personal marketing focuses on direct interactions between employees and customers, enabling companies to gain a deeper understanding of customer needs and preferences. Through effective personal interactions, companies can create closer relationships and enhance the quality of the customer experience. Research shows that the quality of employee-customer interactions has a significant impact on customer satisfaction and loyalty in the retail context (Wang & Hsu, 2022).

Personal marketing also plays a role in building customers' emotional attachment to the company. Consistent and empathetic personal interactions can increase customers' sense of appreciation, ultimately strengthening their loyalty. Studies in minimarkets show that personal selling and customer relationships have a positive effect on customer loyalty (Fitriani & Wulandari, 2021). These findings confirm that a personalized approach to marketing plays a strategic role in building long-term relationships with customers.

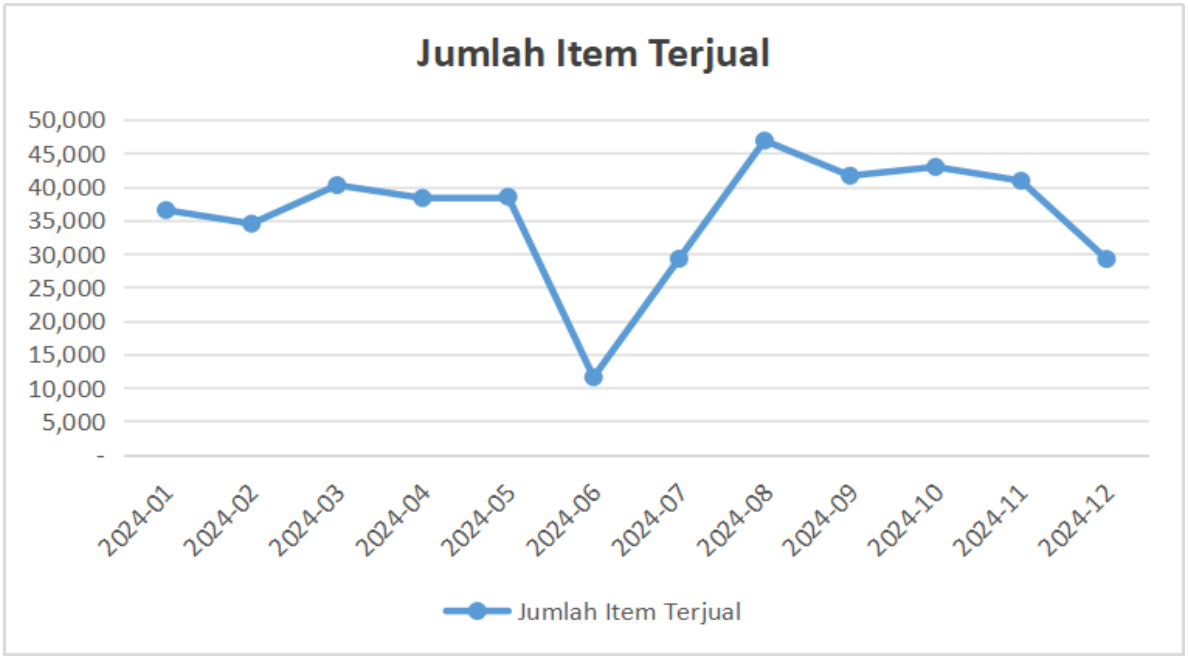
Customer satisfaction is an evaluative response that arises after customers compare initial expectations with the service performance received. Satisfaction reflects the company's level of success in meeting customer needs and expectations through the products and services provided. Satisfied customers tend to have positive attitudes toward the company and exhibit loyal behaviors, such as repeat purchases and recommendations to others (Omoregie et al., 2020). Therefore, customer satisfaction is often positioned as a key indicator of the success of service and marketing strategies.

In modern marketing studies, customer satisfaction is also viewed as a mediating variable linking service quality and personalized marketing with customer loyalty. Several studies have found that service quality does not always have a direct effect on loyalty, but this influence is strengthened through customer satisfaction (Rachmawati & Wibowo, 2020; Saleem & Raja, 2021). Thus, customer satisfaction plays a central role in the loyalty-building process.

Customer loyalty has strategic implications for the sustainability of retail businesses. Loyal customers not only contribute to stable revenue but also help companies build a positive image through word-of-mouth recommendations. Furthermore, retaining loyal customers is considered more efficient than attracting new ones, especially in increasingly competitive conditions (Suhartanto et al., 2020). Therefore, understanding the factors influencing customer loyalty is crucial for retail managers.

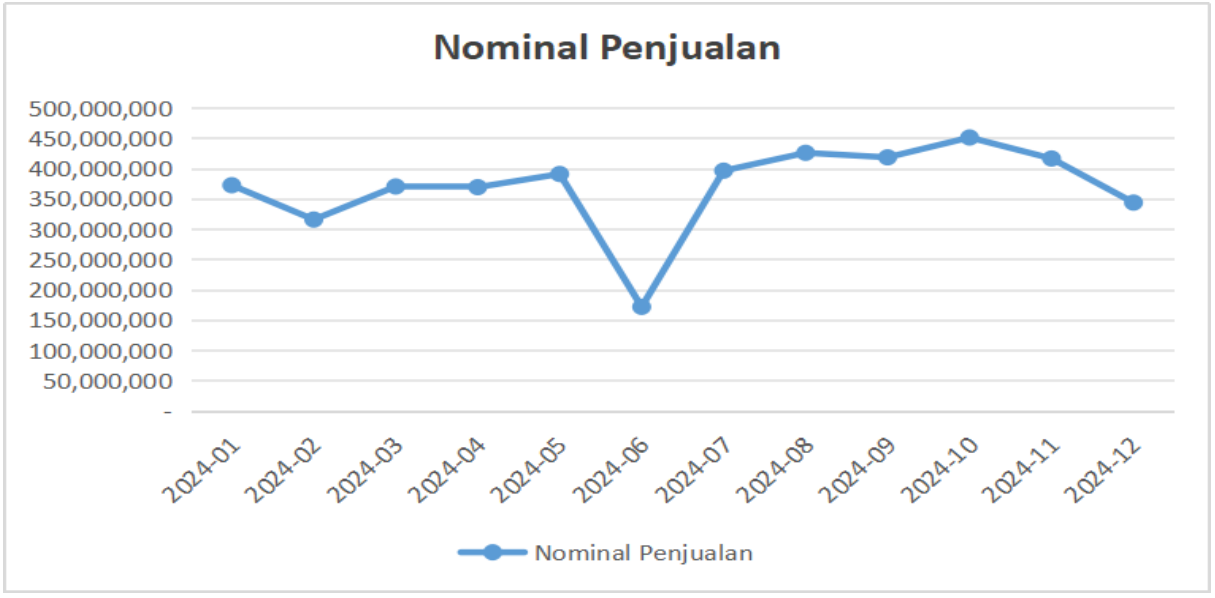
Several recent studies confirm that customer loyalty is influenced by a combination of factors, including service, personal interactions, and customer satisfaction. Service quality and customer engagement have been shown to play a role in shaping retail loyalty (Bojei & Hoo, 2020; Khoa, 2020). Furthermore, the overall customer experience is also a crucial factor in strengthening the relationship between customers and the company (Liu & Lee, 2021).

SyifaMart Putri Jalancagak, a local retailer, faces the challenge of retaining customers amidst increasing competition. As a retailer that relies on direct interactions between employees and customers, service quality and personal marketing are crucial aspects in creating customer satisfaction and loyalty. Effective personal marketing practices are expected to strengthen customer relationships with SyifaMart, resulting in customers not only feeling satisfied but also committed to continuing their shopping. Figure 1 below shows the 2024 sales trend in terms of the number of items sold, and Figure 2 shows the sales trend in terms of nominal sales prices.



Source: Research Results

Figure 1. Trend Quantity Penjualan Barang Tahun 2024



Source: Research Results

Figure 2. Trend Nominal Penjualan Barang Tahun 2024

In this study, service quality is understood as customer perceptions of the quality of service provided by SyifaMart during the shopping process. Personal marketing is understood

as a marketing approach carried out through personal interactions between employees and customers to build ongoing relationships. Customer satisfaction is defined as the level of customer satisfaction after receiving service, while customer loyalty is defined as the customer's commitment to continue making repeat purchases and maintaining a relationship with SyifaMart. This operational definition aligns with previous research findings that position satisfaction as a mediator between service quality, personal marketing, and customer loyalty (Gani & Ibrahim, 2022).

Based on this description, this study aims to analyze the influence of service quality and personal marketing on customer satisfaction and its implications for customer loyalty at SyifaMart Putri Jalancagak. This study also aims to examine the role of customer satisfaction as a mediating variable in the relationship between service quality and personal marketing on customer loyalty. Therefore, this research is expected to provide theoretical contributions to the development of retail marketing studies and practical contributions to retail managers in formulating effective service and marketing strategies.

The research problem is formulated in the form of research questions: does service quality affect customer satisfaction? Does personal marketing affect customer satisfaction? whether service quality and personal marketing simultaneously influence customer satisfaction; whether service quality and personal marketing influence customer loyalty; whether customer satisfaction influences customer loyalty; and whether customer satisfaction mediates the influence of service quality and personal marketing on customer loyalty. All of these research questions are answered through empirical analysis in the results and discussion sections and summarized in the research conclusions.

METHOD

This study uses a quantitative approach with a survey method to analyze the influence of service quality and personal marketing on customer satisfaction and its implications for customer loyalty. This approach was chosen because it allows for objective measurement of the relationship between variables and testing the role of customer satisfaction as a mediating variable, as is commonly used in modern retail research (Ismail & Yunan, 2020; Gani & Ibrahim, 2022).

The research object was SyifaMart Putri Jalancagak, Subang Regency. The research subjects were customers who had made purchases and interacted directly with SyifaMart services. The study population included all active customers, while the sample was determined using a purposive sampling technique with the criteria of having made purchases and being willing to complete a questionnaire. The number of respondents used was 105, which was deemed sufficient for regression and path analysis (Asnawi et al., 2021).

Table 1. Respondent Characteristics

Characteristics	Category	Amount	Percentage
Gender	Male	63	60%
	Female	42	40%
Age	20–30 years	29	28%
	31–40 years	40	38%
	41–50 years	32	30%
	> 50 years	3	3%
Education	SMA/SMK	38	36%
	Diploma/S1	54	51%

Source: Research data

The research was conducted in 2025, with data collection conducted directly at the research location. The instrument used was a closed-ended questionnaire with a five-point

Likert scale, structured based on indicators of service quality, personal marketing, customer satisfaction, and customer loyalty. The indicator development refers to retail research practices that emphasize service quality, personal interactions, and customer loyalty behavior (Han et al., 2020; Wang & Hsu, 2022).

Table 2. Operationalization of Research Variables

Variable	Key Indicator	Scale
Service Quality	Reliability, responsiveness, empathy, assurance, tangibles	Likert scale 1–5
Personal Marketing	Personal interaction, communication, employee attention	Likert scale 1–5
Customer Satisfaction	Satisfaction with service and shopping experience	Likert scale 1–5
Customer Loyalty	Repeat purchases, recommendations, commitment	Likert scale 1–5

Source: Research data

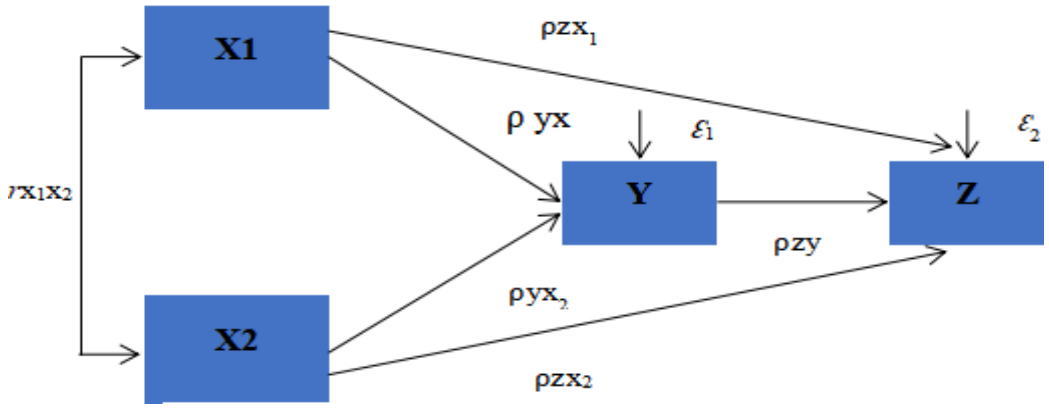
Prior to the main analysis, the data were quality-checked through validity and reliability tests to ensure each questionnaire item consistently measured the intended construct. Furthermore, classical assumption tests, including normality and multicollinearity tests, were conducted to ensure the adequacy of the analytical model, as applied to retail satisfaction and loyalty research (Rachmawati & Wibowo, 2020; Saleem & Raja, 2021).

Table 3. Summary of Validity and Reliability Tests

Variables	Range of r-count	Cronbach's Alpha	Information
Service Quality	> r-table	> 0,70	Valid & Reliabel
Personal Marketing	> r-table	> 0,70	Valid & Reliabel
Customer Satisfaction	> r-table	> 0,70	Valid & Reliabel
Customer Loyalty	> r-table	> 0,70	Valid & Reliabel

Source: Research data

Data analysis was conducted in stages, beginning with descriptive statistics to illustrate the trends in respondents' responses. Next, regression and path analysis were used to examine the direct and indirect effects between variables. Path analysis was chosen because it can explain complex causal relationships and the role of customer satisfaction as a mediator between service quality and personal marketing on customer loyalty (Gani & Ibrahim, 2022).



Source: Research Results

Figure 3. Conceptual Model of Research Path Analysis

Through this method design, the research is expected to be able to provide a strong empirical picture of SyifaMart retail customer behavior and become a basis for managerial decision making related to improving service quality and relationship-based personal marketing strategies.

RESULTS AND DISCUSSION

The descriptive analysis results indicate that respondents' perceptions of Syifamart Putri Jalancagak's service quality are in the good category. Respondents assessed that the service provided is relatively consistent, the employees are friendly, and they are able to respond to customer needs adequately. This reflects that basic service aspects are operating well and are directly perceived by customers. Positive assessments of service quality are an early indication that Syifamart has a service foundation that supports customer satisfaction.

Personal marketing also received positive ratings. Respondents perceived quite intense personal interactions between employees and customers, such as friendly communication, willingness to help, and attention to customer needs. These interactions enrich the shopping experience and create an emotional connection between customers and the retailer. These findings demonstrate that personal marketing still plays a significant role in the physical retail context, especially local retailers that rely on interpersonal relationships.

Furthermore, customer satisfaction was in the satisfactory category, indicating that customers generally felt their shopping experience met their expectations. This level of satisfaction reflects Syifamart's success in integrating service quality and personal marketing into the shopping experience. Customer loyalty is also in the high category, which is reflected in the tendency of customers to make repeat purchases, recommend Syifamart to others, and show a commitment to continue shopping at the retailer.

Table 4. Summary of Descriptive Statistics of Variables

Variables	Perception Category
Service Quality (X1)	Good
Personal Marketing (X2)	Good
Customer Satisfaction (Y)	Satisfied
Customer Loyalty (Z)	High

Source: Research data

This table shows that all the main variables are in positive condition, which is a strong basis for causal relationship analysis in the next stage.

Data Feasibility and Analysis Model

Prior to hypothesis testing, the data were examined to ensure the feasibility of the statistical analysis. Validity and reliability test results indicated that all indicators for each variable consistently measured the intended construct. Data transformation using the Method of Successive Intervals ensured that ordinal scale data could be analyzed using parametric statistical techniques. Furthermore, classical assumption tests demonstrated that the data met the assumptions of normality and that there was no multicollinearity, enabling the analytical model to be used to validly test the relationships between variables.

The feasibility of the data and model is crucial because it ensures that the hypothesis test results accurately reflect the empirical conditions and are not influenced by statistical bias. By meeting these assumptions, the path analysis results can be interpreted with a sufficient level of confidence.

The Influence of Service Quality on Customer Satisfaction

The test results show that service quality has a positive and significant effect on customer satisfaction. This finding indicates that improved service quality will be followed by increased customer satisfaction. Customers who experience responsive, friendly, and reliable service tend to evaluate their shopping experience positively. In the context of Syifamart Putri Jalancagak, service quality is a fundamental factor shaping customers' initial perceptions of the retailer.

This finding reinforces the view that service quality is a key determinant of customer satisfaction in the retail industry. When service meets or exceeds customer expectations, satisfaction levels increase. Conversely, deficiencies in service aspects have the potential to decrease satisfaction even if the product offering is relatively comprehensive.

The Influence of Personal Marketing on Customer Satisfaction

In addition to service quality, personal marketing has also been shown to have a positive and significant impact on customer satisfaction. Personal interactions between employees and customers contribute to a pleasant shopping experience. Customers feel valued when employees are attentive, communicate politely, and understand their needs. This demonstrates that personal marketing is not just a marketing activity, but an integral part of the service experience.

In the context of local retail, personal marketing has strategic value because it differentiates retailers from competitors that may offer similar products. Good personal relationships encourage customers to feel more comfortable and satisfied, thereby increasing the likelihood of repeat purchases..

The Influence of Service Quality and Personal Marketing on Customer Loyalty

The analysis shows that service quality and personal marketing each have a positive and significant impact on customer loyalty. Customers who experience quality service and positive personal interactions tend to demonstrate a stronger commitment to continue shopping at Syifamart. This loyalty is not only reflected in repeat purchases but also in positive customer attitudes toward the retailer.

These findings suggest that customer loyalty is built not only through satisfaction alone, but also through consistent service experiences and positive interpersonal relationships. In other words, service quality and personal marketing serve as the initial foundation for loyalty formation..

The Influence of Customer Satisfaction on Customer Loyalty

Further testing showed that customer satisfaction has a positive and significant impact on customer loyalty. Customers who are satisfied with their shopping experience tend to have a stronger desire to maintain their relationship with Syifamart. Continued satisfaction creates trust and engagement, which ultimately drives loyalty.

These results confirm that customer satisfaction is a key prerequisite for loyalty. Without satisfaction, efforts to increase loyalty will be difficult to achieve sustainably.

The Role of Customer Satisfaction as a Mediating Variable

Path analysis shows that customer satisfaction acts as a significant mediating variable in the relationship between service quality and personal marketing and customer loyalty. This means that service quality and personal marketing not only directly influence loyalty but also indirectly through increased customer satisfaction.

Table 5. Summary of Path Coefficients and Mediation

Relationship Path	Description
Service Quality → Satisfaction	Significant

Personal Marketing → Satisfaction	Significant
Satisfaction → Loyalty	Significant
Service Quality → Satisfaction → Loyalty	Significant mediation
Personal Marketing → Satisfaction → Loyalty	Significant mediation

Source: Research data

These findings confirm that customer satisfaction is a key mechanism in the loyalty-building process. Loyalty-building efforts will be more effective if focused on creating satisfaction through quality service and personal interactions..

Synthesis of Discussion

Overall, the results of this study provide an empirical picture that service quality and personal marketing are strategic factors in shaping retail customer satisfaction and loyalty. Customer satisfaction has been shown to play a central role as a mediator, strengthening the influence of service quality and personal marketing on loyalty. These findings suggest that a customer-oriented retail strategy should prioritize service quality and personal relationships.

In the context of Syifamart Putri Jalancagak, the results of this study provide an empirical basis for management to continuously improve service standards and strengthen their personal marketing approach. Thus, customer loyalty can be built sustainably through satisfying shopping experiences and positive interpersonal relationships.

CONCLUSION

This study confirms that service quality and personal marketing play a significant role in shaping customer satisfaction and loyalty at Syifamart Putri Jalancagak. Empirical findings indicate that improving service quality and effective personal interactions can enhance customer satisfaction, which in turn serves as a key mechanism in strengthening customer loyalty. Thus, the research objective of analyzing the direct and indirect effects of service quality and personal marketing on customer loyalty through customer satisfaction has been achieved and comprehensively answered.

The primary contribution of this study lies in strengthening the causal relationship model between service quality, personal marketing, customer satisfaction, and customer loyalty in a local retail context. The results provide empirical evidence that customer satisfaction plays a significant mediating role, making satisfaction-oriented retail management key to building sustainable customer loyalty. Scientifically, these findings enrich the study of consumer behavior and service management by emphasizing the importance of integrating service quality and relationship-based marketing approaches in the physical retail sector.

This study's strengths lie in the use of a systematic quantitative approach and the testing of a path analysis model, which allows for clear identification of direct and indirect influences between variables. Furthermore, the use of respondents with repeat shopping experience at Syifamart provides a relevant empirical basis for assessing the quality of service and personal marketing applied. The congruence between descriptive findings and verification results also strengthens the internal consistency of this study.

However, this study has limitations that require consideration. The limited scope of the study to a single local retailer means that generalizations of the results remain contextual. Furthermore, the use of customer perception data collected through questionnaires potentially contains subjective bias, thus not fully capturing the dynamics of customer behavior in the long term. The research variables used are also limited to service quality and personal marketing, thus not including other factors such as product quality, price, or digital experience that could potentially influence customer satisfaction and loyalty.

Based on these limitations, future research is recommended to expand the research object to retailers with different characteristics to provide broader generalizability. The addition of other relevant variables and the use of more diverse methodological approaches, such as longitudinal or mixed-method studies, are expected to provide a deeper understanding of the formation of customer loyalty. With these developments, future research can make a stronger contribution to the development of service management science and its application in sustainable retail practices.

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