The Impact of Service Quality on Custumer Loyalty Through Customer Satisfaction of PT Multicom Persada International Jakarta

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Abstract: In today's competitive business environment, firms are continuously seeking for methods to acquire a competitive advantage and assure long-term success by using proven techniques, such as concentrating on establishing client loyalty. Companies that develop great customer loyalty can not only boost client retention but also generate growth and profitability. The purpose of this investigation was to investigate and examine 1) the impact of service quality on customer satisfaction, 2) the impacts of customer satisfaction on customer loyalty, 3) the impact of service quality on customer loyalty, and 4) the effect of service quality on loyalty through customer satisfaction. This study employed a descriptive research design using quantitative methodologies. The study includes 80 respondents chosen at random from clients of PT Multicom Persada Internasional Jakarta and other cities in Indonesia. As a consequence, with a score of 0.293, customer satisfaction was determined to have a positive influence on customer loyalty. Furthermore, with a score of 0.690, service quality was found to have a positive influence on customer satisfaction. Service quality has a positive impact on customer loyalty of 0.261, and service quality influences customer loyalty through customer satisfaction, yielding a value of 0.203.

Keyword: Service Quality, Customer Satisfaction, Customer Loyalty.

INTRODUCTION

Companies are continuously seeking for tactics to establish a competitive advantage and secure long-term success in today's increasingly competitive business market. Focusing on client loyalty has shown to be an effective approach (Dwita et al., 2023). Customer loyalty is described as a customer's commitment to continue to pick and support one brand or company above others (Bai et al., 2020). Companies that cultivate great customer loyalty can not only boost client retention but also drive growth and profitability.

According to Bagaskara & Sigit (2019), strengthening client loyalty provides various advantages for trading organizations. First, client loyalty increases customer retention rates. This means that loyal clients are more likely to continue purchasing from the firm, resulting

in a constant and reliable income stream. Furthermore, consumer loyalty has the potential to save marketing expenses. Acquiring new clients may be an expensive venture since it sometimes necessitates considerable advertising and promotional efforts (Perić et al., 2020). Businesses may profit from favorable word of mouth from delighted customers and effectively decrease the need for costly advertising efforts by developing a loyal client base (Eryandra et al., 2018).

Customer satisfaction is a key predictor of customer loyalty and serves as a bridge between customer loyalty and service excellence. Many organizations in the retail industry acknowledge the need of reaching high levels of customer satisfaction in order to keep loyal consumers (Anderson et al., 2014; Riorini & Widayati, 2018). This link between enjoyment and loyalty is frequently seen as obvious, and several researches have validated the beneficial association between the two (Shi et al., 2021). It is important to highlight, however, that the relationship between happiness and loyalty might vary based on market structure, industry competition, and other factors (Anderson et al., 2014).

The link between service quality and client loyalty is critical to a company's profitability and competitiveness. According to research, service quality has an impact on customer loyalty both directly and indirectly (Fatimah et al., 2022). Similarly, the quality of customer service has a substantial influence on consumer satisfaction and loyalty to a commercial organization. Based on the description provided above, academics are interested in resolving this issue and incorporating it into business continuity customer relationship management study.

LITERATURE BACKGROUND AND HYPHOTESIS DEVELOPMENT
The relationship of Service Quality and Customer Satisfaction
Service quality and customer satisfaction are inextricably linked, with a substantial positive association (Dandis et al., 2021). Customer loyalty is directly affected by service quality, which is a key aspect in customer satisfaction (Solimun & Fernandes, 2018). Supported by research conducted by Sopyan et al. (2023) service quality and customer happiness have a substantial impact on the amount of client loyalty in e-commerce transactions.

Fit, physical presence, responsiveness, trust, and empathy are also positively related to customers' subjective loyalty intentions after experiencing satisfaction (Dandis et al., 2021). Variables such as service quality, service orientation, and a company's marketing mix approach have no direct impact on customer loyalty. Instead, the influence occurs as a result of first achieving customer pleasure (Sopyan, 2021). Service quality has a substantial impact on customer loyalty, and customer satisfaction helps to balance the relationship between service quality and customer loyalty (Nyan et al., 2020). Based on the preceding observations, the following hypothesis may be proposed:

H1: *Service Quality contributes positively and significantly to Customer Satisfaction*

The Relationship of Customer Satisfaction and Customer Loyalty
Customers who are pleased with the product or service they have purchased are more inclined to do business with that brand or company again in the future. client happiness is a key component in influencing or inspiring client loyalty (Schirmer et al., 2018). Customers who are pleased with an offering or service are less inclined to seek alternatives or switch to a rival. This assists the firm in retaining its market share.

Satisfied customers tend to make repeat purchases from the same company (Majeed et al., 2022). This provides the firm with a regular stream of revenue. client happiness is the primary motivator of client loyalty. Customers who are satisfied with a company's products or services are more inclined to return (Van de Scheur, 2017). Customer retention rates are

greater when customers are satisfied. Customers that are satisfied will remain loyal and conduct business with the firm for a longer period of time.

Customer satisfaction is the primary basis for establishing and maintaining customer loyalty (Kumar, 2020). As a result, businesses constantly attempt to assure customer satisfaction with their products and services as a first step in developing strong and enduring client relationships. Based on the findings above, the following hypothesis can be proposed:

H2: *Customer Satisfaction contributes positively and significantly on Customer Loyalty*

The Relationship of Service Quality and Customer Loyalty

Previous research has discovered a substantial correlation between customer satisfaction, service quality, and customer loyalty. Satisfied clients proved to be an intermediate between high-quality service and customer loyalty (Prakosa & Pradhanawati, 2020). This implies that the quality of service has a direct influence on customer satisfaction, which in turn has a direct impact on customer loyalty.

Physical appearance, dependability, responsiveness, trust, and empathy are all service quality components that have been found to improve client pleasure and loyalty (Devia et al., 2018). Other elements that impact client happiness and loyalty include pricing perception, online design, and trust (Savila et al., 2019). Overall, organizations should prioritize service quality, responsiveness, and dependability in order to promote client happiness and loyalty, which may lead to long-term success.

Customers have certain expectations related to the services or products they buy. When companies are able to meet or even exceed these expectations, customer satisfaction tends to increase (Kusumo & Vidyanata, 2022). Customers expect consistent and reliable service. When companies fulfill the promises and commitments they make related to service, customers tend to feel satisfied (Agarwal & Gowda, 2020). Based on the findings above, the following hypothesis can be proposed:

H3: *Service Quality contributes positively and significantly on Customer Loyalty*

Relationship between Service Quality and Loyalty through Customer Satisfaction as Intervening

Few studies look at the relationship between service quality and loyalty, with consumer contentment acting as a moderator. Shamsudin et al. (2020) bserved that in seafood restaurants, contentment and service quality had an enormous impact on consumer loyalty. Similarly, several academic studies have found that service quality has a beneficial and substantial impact on consumer contentment and loyalty, and that customer satisfaction partially mediates the effect of service quality on customer loyalty (Zameer et al., 2019).

However, research suggest there may is no substantial relationship between service quality and client loyalty (Pratiwi & Robbian, 2022). As a result, it is possible to conclude that satisfied customer is a significant intervening factor in the link between service quality and customer loyalty. Investigate conducted by Hidayah & Nugroho (2023) appears that client fulfillment leads to the reasonableness of the level of desires for the item, and client devotion to products and administrations. Based on the discoveries over, the taking after theory can be proposed:

H4: *Service quality Significantly affects on customer loyalty through customer satisfaction*

CONCEPTUAL FRAMEWORK

A conceptual system in investigate could be a visual or composed representation of the key concepts, factors, and connections that are being examined. It gives a clear and brief diagram of the inquire about issue, inquire about questions, and hypotheses, and makes a difference to direct the inquire about handle. The conceptual framework typically includes a set of interrelated concepts, variables, and assumptions that are used to explain the phenomena under investigation. It is often used in quantitative research to help researchers develop a hypothesis and to guide the selection of research methods and data analysis techniques. This research conceptual framework is built from relationships between variables such as service quality, customer satisfaction, and consumer loyalty. The following is figure 1 conceptual framework as follows:
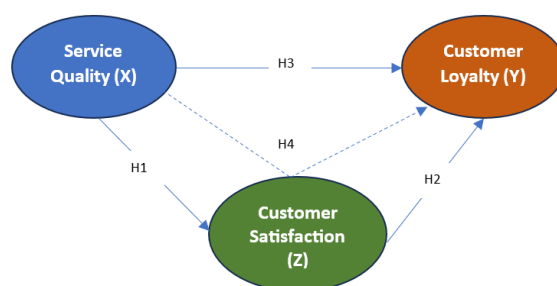

Figure 1. Conceptual Framework

METHOD

This investigate strategy receives a quantitative approach. Based on the factors explored, this inquire about is confirmation and employments the illustrative inquire about strategy, which points to clarify the position of the factors examined and the relationship between one variable and another. Within the conclusion, the comes about of this ponder clarify the causal relationship between factors through speculation testing (Sugiyono, 2013).

Researchers used data sampling techniques with Probability sampling where all research populations were taken as research samples. In determining the sample size, researchers followed the assumptions described by (Hair et al., 2014). The assumption states that to process data using SEM-PLS 3.0. The number of samples are 80 respondents which are selected for this study from the population (number of customers) in the region in Indonesia.

Sugiyono (2017) stated that the main purpose of data collection techniques is to obtain data that is in accordance with the required and predetermined data standards. In this study, questionnaires were the data collection technique used. Data processing was carried out using Structural Equation Modeling (SEM) run by Smart PLS 3, including reliability testing, AVE, Cross Loading Factor, R-Square and Hypothesis Testing. PLS is an alternative approach, according to (Sumarto & Rachbini, 2015).

RESULTS AND DISCUSSION
Measurement Model (Outer Model) Evaluation

According to Ghozali (2015: 39), the aim of measuring the outer model is to assess compatibility via convergent validity and discriminant validity, and to assess model reliability via composite reliability and Cronbach's alpha for the indicator block.
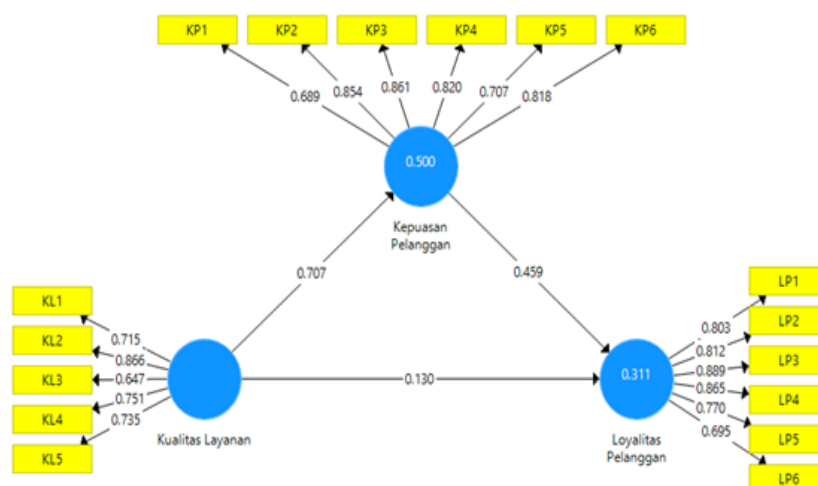
Figure 2. Measurement Model (Outer Model)

Convergent validity testing is tried from each build pointer. Concurring to Chin, (2015), a pointer is considered substantial in case its esteem is more than 0.70, whereas a stacking calculates between 0.50 and 0.60 is considered adequate. Based on these criteria, on the off chance that there's a stacking factor below 0.50, it'll be evacuated from the demonstrate.

Table 1 Convergent Validity Testing Results

	Customer Satisfaction	Service Quality	Customer Loyalty
KL1		0.700	
KL2		0.870	
KL4		0.739	
KL5		0.787	
KP2	0.849		
KP3	0.863		
KP4	0.835		
KP5	0.742		
KP6	0.828		
LP1			0.831
LP2			0.829
LP3			0.912
LP4			0.897
LP5			0.767

Processing Output with smart PLS 3.0

Based on Figure 2 and Table 1 over, it can be seen that all indicators of this inquire about variable are substantial, since the External Loadings esteem of each pointer is more prominent than 0.6. Within the discriminant legitimacy test, intelligent indicators can be watched within the cross stacking between the marker and its construct. A pointer is considered substantial in the event that it includes a figure stacking to another build. In other words, idle develops are superior at anticipating pointers in them possess square than pointers in other squares.

Table 2. Discriminant Validity (Cross Loading) Testing Result

	Customer Satisfaction	Service Quality	Customer Loyalty
KL1	0.353	0.700	0.256
KL2	0.589	0.870	0.420
KL4	0.559	0.739	0.312
KL5	0.589	0.787	0.418
KP2	0.849	0.543	0.431
KP3	0.863	0.589	0.338
KP4	0.835	0.633	0.374
KP5	0.742	0.485	0.416
KP6	0.828	0.586	0.398
LP1	0.363	0.459	0.831
LP2	0.378	0.327	0.829
LP3	0.353	0.373	0.912
LP4	0.359	0.312	0.897
LP5	0.508	0.446	0.767

Source: Processing Output with smart PLS 3.0

As seen in table 2, the discriminant validity is rather good. As a result, the indicator's similarity value with its build is bigger than the indicator's correlation value with other models. The following step is to examine and compare the correlation between factors and the root AVE (AVE). If the AVE of each variable surpasses the correlation across variables, the measurement model is said to have excellent discriminant validity. The AVE value may be determined using the Smart-PLS 3.0 Criteria Output, which is shown in table 3.

Table 3. Average Variance Extracted (AVE) Testing Result

	Average Variance Extracted (AVE)
Customer Satisfaction	0.680
Service Quality	0.603
Customer Loyalty	0.720

All indicators have met the predefined criteria, as shown in table 4 above, and the AVE values have been greater than 0.50, indicating that they may have reliability worthy of additional testing.

Hypothesis Testing Result (Path Coefficient Estimation)

The projected value of the path connection in a structural model should be considerable. The bootstrapping process is capable of achieving this level of significance. Seeing the hypothesis's importance by inspecting the parameter coefficient value and the significant value of the t-statistic in the bootstrap report. The t-table value is determined at alpha 0.05 (5%) = 1.96, and it is compared to the t-count value.

Table 4 Direct Effect Hypothesis Testing Results

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Customer. Satisfaction -> Customer Loyaly	0.294	1.194	**0.233**
Service Quality -> Customer Satisfaction	0.690	12.295	**0.000**

Service Quality -> Customer Loyalty	0.261	1.317	**0.189**

Source: Processing Output with smart PLS 3.0

Table 5 Indirect Effect Hypothesis Testing Result

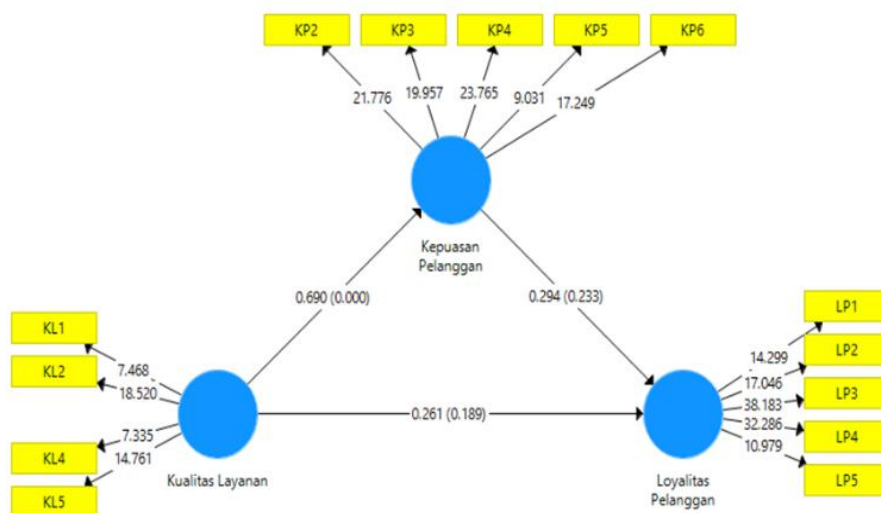|	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Service Quality -> Customer Satisfaction -> Customer Loyalty	0.203	1.117	**0.265**

Source: Processing Output with smart PLS 3.0

Figure 3 Bootstraping Testing Result

DISCUSSION

The Effect of Customer Satisfaction on Customer Loyalty

In accordance with the analysis of variance results for the implications of satisfied customers on the retention of clients, the baseline sample value is 0.294 and has a t-statistic value t-table (1.194 1.96) so the first hypothesis (H1) has been disregarded, suggesting that Customer Satisfaction on Customer Loyalty has an effect that is both positive and insignificant in this study. This study's findings are reinforced by earlier research by Abdullah (2022), who discovered that Customer Satisfaction had a beneficial but small impact on Customer Loyalty. Customer pleasure typically adds favorably to loyalty; nevertheless, the direct relationship between the two may not always be substantial in particular instances.

While satisfied customers are more likely to remain loyal, other factors such as price preferences, products, or additional experiences also play an important role in shaping loyalty. Sometimes, satisfied customers do not necessarily become loyal customers automatically. External factors, competitor offers, or changing preferences also affect loyalty. Thus, while customer satisfaction is influential, there is not always a significant correlation in generating consistent loyalty, as many other factors come into play in shaping customer loyalty.

The Effect of Service Quality on Customer Satisfaction

In Accordance with the analysis of variance result for the impact of Service Quality on Customer Satisfaction, it has an original sample value of 0.690 and a t-statistic value> t-table (12.295> 1.96) so it can be concluded that the second hypothesis (H2) is accepted, which means that Service Quality has a positive and significant effect on Customer

Satisfaction in this study. The findings of this study are supported by Golan Hasan's (2019) earlier research, which found that the Service Quality variable has a positive and substantial influence on Customer Satisfaction. Customer happiness is strongly influenced by high service quality. Customers are happy when they obtain great service, such as prompt response, effective communication, and a pleasant experience.

Good service quality meets customer expectations, even exceeding them in some cases. This creates a positive perception of the brand or company, improves the brand image, and builds stronger relationships with customers. Satisfied customers tend to remain loyal, return to use the product or service, and are more likely to give positive recommendations to others. As such, high service quality directly contributes to increased customer satisfaction and plays a key role in maintaining positive customer relationships.

The Effect of Service Quality on Customer Loyalty
Based on the test results for the effect of Service Quality on Customer Loyalty, the original sample value is 0.261 and has a t-statistic value t-table (1.317 < 1.96) so it can be concluded that the third hypothesis (H3) is accepted, indicating that Service Quality has a positive and insignificant effect on Customer Loyalty in this study. The findings of this study are supported by prior research by Akbar, Heru Kurnianto Tjahjono, rr. Sri Handari Wahyuningsih (2017), who found that Service Quality has a favorable but negligible influence on Customer Loyalty. Customer loyalty is not always directly proportional to service excellence. Although strong service quality boosts consumer happiness, other factors such as product choice, pricing, and brand policy all play a role.
Customers may be satisfied with the service, but that does not necessarily mean they will remain loyal. External factors, market competition or changing preferences can affect loyalty. In some cases, good service quality may be perceived as standard, so it is no longer the main factor that triggers loyalty. Although service quality affects satisfaction, its impact on customer loyalty may not always be significant in situations where other factors are also influential.

The Effect of Service Quality on Customer Loyalty is mediated through Customer Satisfaction.
In accordance with the examination leads to for the impact of the quality of service on consumer loyalty driven through satisfied customers, the baseline sample value is 0.203 and has a t-statistic value t-table (1.1171.96), indicating that the third hypothesis (H4) is rejected, indicating that Service Quality has a positive but insignificant effect on Customer Loyalty mediated through Customer Satisfaction in this study. Previous research by Akbar, Heru Kurnianto Tjahjono, rr. Sri Handari Wahyuningsih (2019) indicates that Service Quality has a positive and negligible influence on Customer Loyalty, which is mediated through Customer Satisfaction. In a scenario where customer satisfaction acts as a mediator between service quality and customer loyalty, the link between service quality and customer loyalty might be indirect or inconsequential. Although excellent service quality often enhances customer contentment, there is not always a clear link between great loyalty and customer satisfaction.

The effect of service quality may be to increase customer satisfaction, but satisfaction itself may not always be the sole factor determining customer loyalty. Other factors, such as product preference, price, or external factors, may also affect the level of customer loyalty. In some cases, high customer satisfaction does not necessarily result in strong loyalty. High satisfaction may temporarily or indirectly impact a customer's decision to remain loyal. In this context, customer satisfaction acts as a mediator influencing the relationship between service quality and customer loyalty, however, other factors may also have a significant impact in shaping customer loyalty.

CONCLUSION

In accordance with the testing leads to for the impact of the Customer Satisfaction on Patron Loyalty, the baseline sample value is 0.294, and the t-statistic value is less than the t-table value of 1.194, so the first hypothesis (H1) is rejected, indicating that The customer Contentment on Patron Loyalty has a beneficial but insignificant impact in this study. According to the test results, the original sample value for the effect of service quality on customer satisfaction is 0.690. Furthermore, the t-statistic value is bigger than the t-table value (12.295 > 1.96). As a result, we may infer that the second hypothesis (H2) is correct. This suggests that Service Quality has a positive and considerable effect on Customer Satisfaction in the context of this study.

The test findings for the impact of Service Quality on Customer Loyalty reveal a 0.261 original sample value and a t-statistic that is less than the t-table (1.317 1.96). As a result, it is possible to conclude that the third hypothesis (H3) cannot be adopted. In the context of this study, this suggests that Service Quality has a positive but small influence on Customer Loyalty. The original sample value is 0.203, and the t-statistic value is less than the t-table (1.117 1.96) based on the test findings on the influence of Service Quality on Customer Loyalty with the mediation of Customer Satisfaction. As a result, it is possible to conclude that the third hypothesis (H4) can be accepted. This means that in the context of this study, Service Quality has a positive but insignificant effect on Customer Loyalty which is mediated through Customer Satisfaction.

Customer satisfaction and service quality do not have a significant effect on loyalty, so the company must look at the other side of what attracts customers to be loyal, and also continue to prioritize service so that buyers are happy and become regular customers in the company. Service quality has a positive effect on customer satisfaction, so the company must improve service quality so that customers are satisfied.

This research is limited to consumers of Finger Print Absence products and Office Supplies produced by PT Multicom Persada Internasional Jakarta with a sample size of 80 consumers. For this reason, future researchers are expected to develop research such as using other types of consumer respondents and using interview instruments to obtain more comprehensive results.

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