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The Effect Of Service Quality On Customer Loyalty Through Customer Satisfaction As A Mediating Variable At Soetjipto Coffee Mataram

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Abstract

This study aims to analyze the effect of service quality on customer loyalty at Soejipto Coffee Mataram, with customer satisfaction as a mediating variable. In the midst of increasingly fierce competition in the coffee shop industry, understanding the factors that influence customer satisfaction and loyalty is very important. Data was collected through a survey of Soejipto Coffee customers. The research method used is quantitative with an associative approach. Data were collected through surveys and analyzed using path analysis. The results showed that service quality has a positive and significant effect on customer satisfaction, which in turn increases customer loyalty. Hypothesis testing shows that all hypotheses are accepted, confirming that improving service quality will increase customer satisfaction and loyalty.

Keywords: Customer Loyalty, Service Quality, Customer Satisfaction, Soejipto Coffee

INTRODUCTION

In the current era of globalization, business competition in Indonesia, especially in the culinary sector, is increasingly competitive. One business that has shown significant growth is coffee shops, which have become a gathering place for young people. This phenomenon not only reflects lifestyle changes, but also creates attractive business opportunities for entrepreneurs. In the city of Mataram, the development of coffee shops is growing rapidly, making it a bustling shopping center and social activity.

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The large selection of coffee shops makes consumers faced with a variety of brands and services offered. In this context, customer satisfaction is an important key to business sustainability. Satisfying consumer needs is not only related to product quality, but also the quality of service provided. According to Kotler and Keller (2008), improving quality can increase the level of customer satisfaction, which leads to loyalty and repeat purchases.

Soejipto Coffee, as one of the businesses in Mataram, faces challenges from increasingly fierce competition. Data shows a significant decrease in the number of visitors in certain months, indicating the need for evaluation of the quality of service provided. This study aims to explore the effect of service quality on customer loyalty, with customer satisfaction as a mediating variable. By understanding this relationship, it is expected that Soejipto Coffee can formulate effective strategies to increase customer satisfaction and loyalty in the midst of intense competition.

Through this research, it is hoped that it can contribute to the development of service management theory and practice in the coffee shop industry, as well as provide recommendations for businesses to improve service quality and retain customers

LITERATURE REVIEW

Customer Loyalty

Customer loyalty in general can be interpreted as a person's loyalty to a product, both certain goods and services. Thus customer loyalty can be interpreted that consumers make repeat purchases for (products) or repeat visits for (services) based on feelings of satisfaction with previous experiences after consuming and feeling the product or service.

Customer Satisfaction

Tjiptono (2008) says customer satisfaction or dissatisfaction is the customer's response to the evaluation of dissatisfaction (disconfirmation) felt between previous expectations or other performance expectations and the actual performance of the product felt after using it. Customer satisfaction is the difference between customer expectations and customer perceptions of what the company provides.

Service Quality

According to Tjiptono, the definition of service quality is an effort to fulfill the needs coupled with consumer desires and the accuracy of how to deliver them in order to meet

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customer expectations and satisfaction, it is said that service quality or service quality is the fulfillment of customer needs and desires and the accuracy of their delivery to balance customer expectations. Quality service products have an important role in shaping customer satisfaction. The more quality the products and services provided, the higher the satisfaction felt by customers.

RESEARCH METHOD

Type of Research

This type of research uses quantitative research with an associative approach, which is research that asks about the relationship between variables or more (Sugiyono, 2013). According to Sugiyono (2012), quantitative research is defined as a research method based on the philosophy of positivism, used to examine populations or samples. The characteristics of the sample used in this study must be consumers who have visited Soejipto Coffee.

Sampling technique is a sampling technique. The technique used in this research is non-probability sampling with a purposive sampling approach, which is a sampling technique with certain considerations (Sugiyono, 2009; 122). With this technique, each respondent in the study with the criteria of the respondent, namely consumers aged 17 years and over, and buyers who visit soejipto coffee. This study aims to determine the effect of service quality on customer satisfaction in shaping customer loyalty at soejipto coffee.

Operational Definition of Variables

The operational definition of the variables to be used consists of 3 variables:

Service Quality (X), namely Physical Evidence, Reliability, Responsiveness, Assurance, Empathy, Customer Loyalty (Y), namely Regular repurchases, Recommending to others, Not interested in competing products, and Customer Satisfaction (Z), namely Feeling Satisfied, Always Buying Products, Fulfilling Customer Expectations After Buying Products.

Data Analysis

This study uses Path analysis is an extension of multiple linear regression, or the use of regression analysis to estimate the causal relationship between variables that have been previously determined. The classic assumption test consists of Normality Test,

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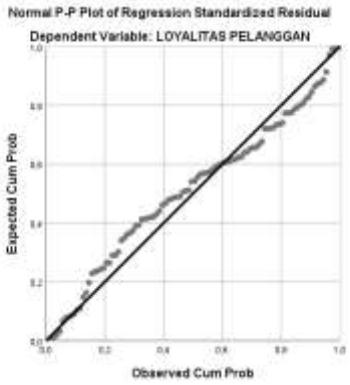
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Multicollinearity Test, Heteroscedasticity Test. Hypothesis Test consists of T (partial) Test, Coefficient of Determination (R-Square), F Test.

RESULTS AND DISCUSSION

Classical Assumption Test

Normality Test



Based on Figure 1. above, it is known that the results of the normality test with the Normal P-P Plot show the data (points) spread around the diagonal line and follow the line direction. This means that all variables used in this study are declared normally distributed so that they can carry out further statistical tests.

Table 1 Multicollinearity Test

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,199	1,347		,890	,376		
	KUALITAS PELAYANAN	,503	,035	,860	14,525	,000	,585	1,709
	KEPUASAN PELANGGAN	,079	,090	,052	,878	,382	,585	1,709
a. Dependent Variable: LOYALITAS PELANGGAN								

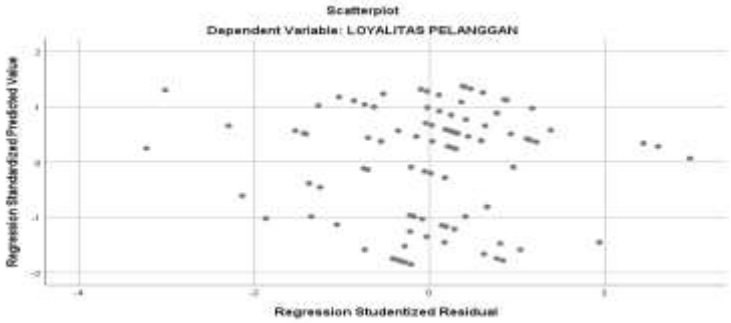
Based on the processing data in table 4.8 above, the basis for decision making on the multicollinearity test in two ways, namely:

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a. Based on table 4.8 above, it can be interpreted that there is no multicollinearity in the data tested as evidenced by the value of each tolerance value on the independent variables, namely Service Quality (0.585), and Customer Satisfaction (0.585) greater (>) than the value of the provision, namely 0.10.
b. Based on table 4.8, it can be interpreted that there is no multicollinearity in the data tested, as evidenced by the value of each VIF on the independent variables, namely Service Quality (1.709), and Customer Satisfaction (1.709) is smaller than the value of the provision, namely 10.

Heteroskedicity Test



Based on the picture above, it can be seen that the data displayed does not form certain patterns and the points spread randomly, it can be concluded that there is no heteroscedicity, so that a good and ideal regression model can be fulfilled.

Path Analysis Test

Multiple Linear Regression Analysis Model 1

Based on the results of the analysis using the SPSS version 19.0 program (Imam Ghozali, 2010), the regression results between the service quality variable (X) on Customer Loyalty (Y) are obtained as follows:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,043	,942		2,169	,033

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	KUALITAS PELAYANAN	,523	,026	,894	19,750	,000
a. Dependent Variable: LOYALITAS PELANGGAN						

From the regression results obtained, the following equation can be made:

Y = a + 0.894X + e1Y = a + 0,894X + e1

The regression equation has the following meaning:

1. The regression coefficient of the two independent variables (Service Quality) has a positive and significant effect on the dependent variable (Customer Loyalty). This means that if the service quality variable increases, the Customer Loyalty variable also increases.
2. From the regression coefficients obtained, it shows that the Service Quality factor (b1 = 0.894) is a factor that affects Customer Loyalty at Soetjipto.

Multiple Linear Regression Analysis Model 2

Based on the results of the analysis using the SPSS program (Imam Ghozali, 2010), the regression results are obtained between the variables of service quality (X), Customer Loyalty (Y) on Customer Satisfaction (Z) as follows:

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,469	1,084		9,656	,000
	KUALITAS PELAYANAN	,196	,066	,508	2,945	,004
	LOYALITAS PELANGGAN	,100	,114	,152	,878	,382
a. Dependent Variable: KEPUASAN PELANGGAN						

From the regression results obtained, the following equation can be made:

Z = a + 0.508X + 0.152Y + e2

The regression equation has the following meaning:

1. The regression coefficient of all independent variables (service quality and customer loyalty) has a positive and significant effect on the dependent variable

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(Customer Satisfaction). This means that if the service quality and customer loyalty variables increase, the Customer Satisfaction variable also increases.

2. From the regression coefficients obtained, it shows that the service quality factor (b1 = 0.508) is the dominant factor affecting Customer Satisfaction at Soetjipto

Hypothesis Testing

F Model Feasibility Test

According to Ghozali (2016), the goodness of fit test (model feasibility test) is carried out to measure the accuracy of the sempel regression function in statistically estimating the actual value. The goodness of fit model can be measured by the F statistical value which shows whether the regression model used can be said to meet the assumptions of the feasibility of a research model with the research data being analyzed.

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4631,036	2	2315,518	194,969	,000b
	Residual	1152,004	97	11,876		
	Total	5783,040	99			

a. Dependent Variable: LOYALITAS PELANGGAN

b. Predictors: (Constant), KEPUASAN PELANGGAN, KUALITAS PELAYANAN

Based on table 4.10 of the f test results above, it is known that the Fcount value is 194.969 with a significance level of 0.000 less than the significance level of 0.05. Based on the calculations and data from the F test results using the SPSS program, it is known that the Fcount value is 194.969> Ftable (3.09), and the significance level is smaller than the standard level of significance (0.000 <0.05), so the decision taken is to accept Ha. This means that research that aims to see the effect of service quality on customer satisfaction in shaping customer loyalty at Soejipto Coffee is declared feasible and these results indicate that the regression model used can be said to meet the assumptions of the feasibility of a research model with the research data analyzed.

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T test

The t test is used to see the significance of the influence of each variable between service quality (X) on customer satisfaction (Y) in shaping customer loyalty (Z) at Soejipto coffee. The t test results can be seen in the multiple linear regression test table in the t count section and the significance value:

Variabel	Thitung	ttabel	Sig.
Kualitas Pelayanan (X)	14,525	1,667	0,000
Kepuasan Pelanggan (Y)	1,878		0,038

Based on table 4.11, it can be seen that the t value for each variable is as follows:

a. The tcount value of the Service Quality variable (X) is 14.525 with a significance of 0.000, because tcount> ttable (14.525> 1.667) and has a significant value below 0.05, then partially there is a significant influence on Soetjipto Customer Loyalty (Z). So that from the results of the above calculations the hypothesis which states "It is suspected that Service Quality affects Soetjipto Customer Loyalty". Proven.
b. The tcount value of the Customer Satisfaction variable (Y) is 1.848 with a significance of 0.038, because tcount> ttable (1.848>1.667) and has a significant value below 0.05, then partially there is a significant effect on Customer Loyalty (Z) Soetjipto. So that from the results of the above calculations the hypothesis which states "It is suspected that Customer Satisfaction affects Soetjipto Customer Loyalty". Proven.

Multiple Determination Coefficient Test (R^2)

The coefficient of determination (R2) is used to determine the ability of the independent variables (career development, work ethic, and communication) in explaining the dependent variable (job satisfaction). The results of the coefficient of determination (R2) test can be seen in the Model Summary Output from the results of multiple linear regression analysis as follows:

Coefficient of Determination Linear Regression Model 1

The results of the coefficient of determination between the service quality variable (X) on Customer Loyalty (Y) can be seen in the following table:

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Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,894[a]	,799	,797	3,44219
a. Predictors: (Constant), KUALITAS PELAYANAN				

The adjusted R square value of 0.799 means that service quality is able to explain the customer loyalty variable by 79.9%, while the remaining 20.1% (100%-79.9%) of the customer loyalty variable is explained by other variables not examined in this study.

Model 2 Linear Regression Determination Coefficient

The results of the coefficient of determination between the variables of service quality (X) and Customer Loyalty (Y) on Customer Satisfaction (Z) can be seen in the following table:

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,648[a]	,419	,407	3,87013
a. Predictors: (Constant), LOYALITAS PELANGGAN, KUALITAS PELAYANAN				

The adjusted R square value of 0.419 means that service quality and customer loyalty are able to explain the customer satisfaction variable by 41.9%, while the remaining 58.1% (100% - 41.9%) of the customer satisfaction variable is explained by other variables not examined in this study.

DISCUSSION OF RESEARCH RESULTS

The Effect of Service Quality on Customer Satisfaction

The results showed that service quality has a positive and significant effect on customer satisfaction. It can be concluded that hypothesis 1 (one) is accepted, namely that service quality has a positive and significant effect on customer satisfaction Soetjipto Coffee Mataram. This means that the more appropriate the quality of service provided, the customer satisfaction will experience a good increase. Vice versa, if the service quality is not appropriate, customer satisfaction will decrease. This research is in line with

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previous research conducted by Apriyani Aliyyah Dwi (2017) which says service quality has a significant effect on customer satisfaction, Agustina Wahyu Ria (2019) says service quality has a significant effect on satisfaction, and Putri Oktaviani Devi (2022) says service quality has a significant effect on customer satisfaction.

The Effect of Service Quality on Customer Loyalty

The results showed that service quality has a positive and significant effect on customer loyalty. It can be concluded that hypothesis 2 (two) is accepted, namely that service quality has a positive and significant effect on customer loyalty Soetjipto Coffee Mataram. This means that the better the quality of service provided by Soejipto Coffee, the higher customer loyalty will be. Vice versa, if the service quality is poor, customer loyalty will decrease. This research is in line with previous research conducted by Agustina Wahyu Risa (2019) which says service quality has an indirect effect on customer loyalty, Nicko Alfian (2018) says service quality has a positive effect on customer loyalty and Imelda Gultom (2021) service quality has a positive effect on customer loyalty.

The Effect of Customer Satisfaction on Customer Loyalty

The results showed that customer satisfaction has a positive and significant effect on customer loyalty. It can be concluded that hypothesis 3 (three) is accepted, namely customer satisfaction has a positive and significant effect on customer loyalty for Soetjipto Coffee Mataram. This means that the higher the customer satisfaction, the higher the customer loyalty. Vice versa, the lower the customer satisfaction, the lower the loyalty of the customers. This research is in line with previous research conducted by Hartanto Anthony (2016) which says customer satisfaction has a positive and significant effect on customer loyalty, Nicko Alfian (2018) says customer satisfaction has a positive effect on customer loyalty, and Imelda Gultom (2021) says customer satisfaction has a positive effect on customer loyalty.

The Effect of Customer Satisfaction as Mediation of Service Quality on Customer Loyalty

The results showed that customer satisfaction has a significant and positive and significant effect as a mediation of service quality on customer loyalty. It can be concluded that hypothesis 4 (four) is accepted, namely service quality has a significant influence on customer loyalty at Soetjipto Coffee Mataram with job satisfaction as a mediating variable. This is in line with the results of research by Rahmah et al. (2021) and Surahman et al.

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(2020) which found that service quality has a significant effect on customer loyalty through customer satisfaction as an intervening variable.

CONCLUSION

Based on the results of research and discussion, the following conclusions can be drawn:

- The results showed that the service quality variable has a positive and significant effect on customer satisfaction Soetjipto Coffee Mataram. So the first hypothesis in this study can be stated as proven and acceptable.
- The results showed that the service quality variable has a positive and significant influence on customer loyalty Soetjipto Coffee Mataram. So the second hypothesis in this study can be stated as proven and acceptable.
- The results showed that the customer satisfaction variable has a positive and significant effect on customer loyalty Soetjipto Coffee Mataram. So the third hypothesis in this study can be stated as proven and acceptable.
- The results showed that customer satisfaction has a positive and significant effect as a mediator of service quality on customer loyalty at Soetjipto Cofffe Mataram. Then the fourth hypothesis in this study can be declared proven and acceptable.

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