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The Influence of Service Quality on Customer Satisfaction and Loyalty: A Study of the Mothercare Brand

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Abstract

This study aims to analyze the effect of service quality on customer satisfaction and loyalty at Mothercare Stores in Jakarta. The study used a quantitative approach with a survey method. Data were obtained by distributing questionnaires to 100 respondents who were Mothercare customers in Jakarta. The sampling technique used purposive sampling, while data analysis was carried out through validity tests, reliability tests, normality tests, linear regression analysis, coefficient of determination, and path analysis. The results of the study indicate that service quality has a positive effect on customer satisfaction. In addition, service quality also has a positive effect on customer loyalty. Customer satisfaction also has a positive effect on customer loyalty, which indicates that customers who receive service according to expectations will have a greater tendency to make repeat purchases and recommend Mothercare to others. The findings of this study confirm that service quality is an important factor in building satisfaction and increasing customer loyalty. The implications of this study indicate that Mothercare needs to maintain and improve service quality by improving employee competency, responsive service, providing complete product information, and creating a comfortable shopping experience so that customer satisfaction and loyalty can continue to be improved.

Keywords:Customer satisfaction; Service quality; Customer loyalty; Mothercare; Retail.

INTRODUCTION

The retail industry in Indonesia is currently experiencing rapid growth, marked by an increasing number of businesses across various sectors, including the maternal and child care retail sector. This situation has led to increasingly fierce competition between

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companies, requiring each business to provide a competitive advantage to attract and retain customers. According to Syah et al. (2025), increasingly fierce business competition requires businesses to be able to meet the ever-evolving needs and desires of consumers to survive in the market.

Service quality is a crucial aspect in determining a company's success in meeting customer needs and expectations. According to Sanjaya et al. (2023), service quality is defined as a company's ability to provide services that meet customer expectations by meeting their needs accurately and consistently. If the quality of service provided meets or even exceeds customer expectations, customers will be satisfied with the service.

Customer satisfaction is one indicator of a company's success in providing services. According to Kotler and Armstrong (2018), customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceived service performance with customer expectations. Similarly, Abdullah and Ali (2025) state that satisfied customers are more likely to return and build long-term relationships with a company.

Furthermore, customer satisfaction is closely related to customer loyalty. According to Syah et al. (2025), customer loyalty is the desire to make repeat purchases, not switch to other products, and recommend a product to others. This is supported by research by Sanjaya et al. (2023), which states that satisfied customers tend to be loyal to a product or service.

Furthermore, service quality also has a direct impact on customer loyalty. According to Khoirunnisa and Wijayanto (2020), good service quality will positively impact customer loyalty because it creates a satisfying experience. Furthermore, Manehat et al. (2023) also stated that service quality simultaneously has a significant impact on customer loyalty, so companies need to continuously improve their service quality.

However, previous research has shown a research gap regarding the relationship between service quality, customer satisfaction, and customer loyalty. Abdullah and Ali (2025) found that service quality does not directly influence customer loyalty, but rather through customer satisfaction as a mediating variable. Conversely, Khoirunnisa and Wijayanto (2020) and Manehat et al. (2023) stated that service quality has a direct and significant influence on customer loyalty. These discrepancies in research findings indicate that the relationship between these variables is still inconsistent and requires further study.

Furthermore, most previous research has been conducted in the culinary, internet services, and hospitality sectors, such as restaurants, coffee shops, and hotels. Meanwhile, research examining the influence of service quality on customer satisfaction and loyalty in the retail sector, particularly in maternal and child products, is relatively

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limited. According to Ridwan et al. (2023), the retail sector has distinct characteristics because it emphasizes not only product quality but also the overall shopping experience.

In the context of modern retail, particularly at the Mothercare store in Jakarta, service quality is crucial because customers consider not only product quality but also the shopping experience. Therefore, it is important to further examine how service quality can influence customer satisfaction and loyalty in this specific retail context.

Based on the above description, it can be concluded that there are still inconsistencies in research results and limitations in the research object in certain sectors. Therefore, this study was conducted to analyze the effect of service quality on customer satisfaction and its impact on customer loyalty at Mothercare stores in Jakarta. It is hoped that it will provide both theoretical and practical contributions.

LITERATURE REVIEW

Quality of Service

Service quality is a crucial factor in a company's success, particularly in the service and retail sectors. According to Kotler and Keller (2009), service quality is the overall characteristics and features of a product or service that are capable of meeting customer needs and expectations. Similarly, according to Sanjaya et al. (2023), service quality is defined as a company's ability to provide services that meet customer expectations by meeting their needs accurately and consistently.

According to Parasuraman et al. (1988), service quality can be measured through five main dimensions, namely:

1. **Tangibles (Physical evidence)**: facilities, equipment, and employee appearance
2. **Reliability**: the ability to provide services as promised
3. **Responsiveness**: willingness to help customers
4. **Assurance**: employee knowledge and courtesy
5. **Empathy**: individual attention to customers

According to Tjiptono (2014), good service quality will create positive perceptions in customers, thereby increasing customer satisfaction and loyalty.

Customer satisfaction

Customer satisfaction is a customer's emotional response to the experience of consuming a product or service. According to Kotler and Armstrong (2018), customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance of a product or service to their expectations.

According to Abdullah and Ali (2025), customer satisfaction is greatly influenced by the quality of service provided by a company. If the service meets customer

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expectations, customers will be satisfied; conversely, if it does not, customers will be dissatisfied.

According to Tjiptono (2014), there are several indicators of customer satisfaction, including:

1. Conformity to expectations
2. Repurchase interest
3. Willingness to recommend (word of mouth)

Customer satisfaction is an important factor because it can create long-term relationships between customers and companies.

Customer Loyalty

Customer loyalty is a customer's commitment to consistently use a particular product or service in the future. According to Griffin (2005), customer loyalty is the behavior of continually repurchasing a product or service.

According to Kotler and Keller (2009), customer loyalty is characterized by:

1. Repeat purchase (repurchase)
2. Retention (not easily switching to competitors)
3. Referral (recommending to others)

According to Syah et al. (2025), loyal customers not only make repeat purchases, but are also willing to recommend products to others and are not easily influenced by competitors.

RESEARCH HYPOTHESIS

The hypotheses in this study are formulated based on theoretical studies and previous research findings relevant to service quality, customer satisfaction, and customer loyalty. The relationships between the variables in this study are explained as follows.

The Influence of Service Quality on Customer Satisfaction

Service quality has a significant impact on customer satisfaction. According to Ridwan et al. (2023), good service quality will increase customer satisfaction because customers feel their needs and expectations are met.

In line with this, according to Abdullah and Ali (2025), service quality is the main factor in creating customer satisfaction, so companies need to maintain the consistency of the services provided.

H1 :Service quality influences customer satisfaction

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The Influence of Customer Satisfaction on Customer Loyalty

Customer satisfaction plays a crucial role in shaping customer loyalty. According to Syah et al. (2025), satisfied customers are more likely to make repeat purchases and become loyal customers.

According to Sanjaya et al. (2023), high customer satisfaction will increase the likelihood that customers will remain loyal and not switch to other products.

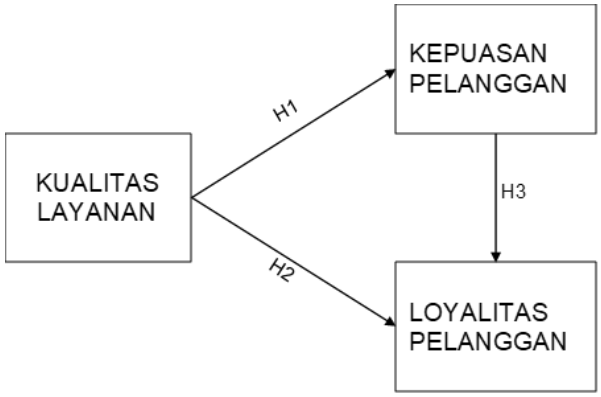
H2:Service quality influences customer loyalty

The Influence of Service Quality on Customer Loyalty

Service quality can also directly impact customer loyalty. According to Khoirunnisa and Wijayanto (2020), good service quality will increase customer loyalty by creating a positive experience.

However, according to Abdullah and Ali (2025), service quality does not always directly influence loyalty, but rather through customer satisfaction as a mediating variable. This indicates a discrepancy in research results that requires further study.

H3 :Customer satisfaction influences customer loyalty



Research Hypothesis

1. **H1:**Service quality influences customer satisfaction
2. **H2:**Service quality influences customer loyalty
3. **H3:**Customer satisfaction influences customer loyalty

Table 1.Previous Research

Article Title	Writer	Analysis Method	Research result
The Influence of Service Quality and Customer	Fernandy L. Gunawan Syah, Hendra	Quantitative, PLS-SEM with	-Service quality has a significant positive effect on loyalty.

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Article Title	Writer	Analysis Method	Research result
Satisfaction on Customer Loyalty of Mini Resto Dewe Fried Chicken (DFC) in Sorong Regency(2023)	Sudirman, Sitti Hadija Samual	SmartPLS 4.0 Software	- Customer satisfaction has a significant positive effect on loyalty.
The Influence of Service Quality and Customer Satisfaction on Customer Loyalty at O'Mind Coffee and Eatery(2024)	Farid Abdullah, Sampor Ali	Quantitative, Multiple Linear Regression Analysis with SPSS	- Service quality partially does not affect customer loyalty. - Customer satisfaction has a partial positive and significant effect on loyalty. - Simultaneously has a positive and significant effect on customer loyalty.
The Influence of Service Quality on IndiHome Customer Loyalty in Semarang City(2023)	Arifatu Afifah Khoirunnisa, Andi Wijayanto	Quantitative, Simple Linear Regression Analysis with SPSS	- Service quality has a positive and significant effect on customer loyalty. - Service quality influences customer loyalty.
The Influence of Service Quality on Consumer Loyalty at Hotel Neo Eltari by Aston Kupang(2022)	Kristiana Manehat, Apriana HJFanggidae, Merlyn Kurniawati, Ronald PCFanggidae	Quantitative, Multiple Linear Regression Analysis with SPSS 20	- Partially, only the Assurance and Empathy variables have a significant influence on customer loyalty. - The variables of Physical Evidence, Responsiveness, and

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Article Title	Writer	Analysis Method	Research result
			Reliability do not have a significant effect. - Simultaneously, all dimensions of service quality have a significant influence on customer loyalty.
The Influence of Service Quality and Customer Satisfaction on Customer Loyalty of Ka Lokal Bandung Raya(2021)	Agiesta, W., Sajidin, A., & Piksi Ganesha, P.	Quantitative (Case study of train users)	- Service quality has no influence on customer loyalty. - Customer satisfaction has a very significant influence on customer loyalty.
The Influence of Service Quality on Customer Loyalty through Customer Satisfaction as a Mediating Variable at CV. Jaya Utama Teknik in Badung Regency(2021)	Putra, IKAM, Wimba, IGA, & Susanti, PH	Quantitative with Mediating Variable Analysis	- Service quality and customer satisfaction have a positive and significant influence on customer loyalty. - Customer satisfaction acts as a mediating variable that strengthens the relationship.
The Influence of Service Quality on Customer Satisfaction and Loyalty at Orange Supermarket in Merauke Town Square(2024)	Steffano Ridwan, Muhammad Jidan Ermansyah, Nurliya Apriyana	Quantitative, Path Analysis with SPSS	- Service quality has a positive and significant effect on customer satisfaction. - Service quality has a positive and significant effect on customer loyalty.

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Article Title	Writer	Analysis Method	Research result
			- Customer satisfaction has a positive and significant effect on customer loyalty.

RESEARCH METHODOLOGY

This study uses a quantitative method with the aim of examining the influence between statistically measurable variables, namely service quality (X), customer satisfaction (Z), and customer loyalty (Y). The quantitative approach was chosen because it allows the use of numerical data and statistical techniques to objectively and systematically examine the relationship between variables. This method was used to determine the extent of the influence of service quality on customer satisfaction and its impact on customer loyalty at the Mothercare store in Jakarta.

The population in this study was all customers who had made a purchase at a Mothercare store in Jakarta. Respondents were characterized by customers with prior experience shopping at Mothercare, allowing them to assess the quality of the service provided. Respondents came from diverse backgrounds, including housewives, workers, and general consumers purchasing mother and child products.

The data collection technique was carried out by distributing questionnaires to respondents. The questionnaire was constructed using a Likert scale of 1–5 (Strongly Disagree to Strongly Agree), which is commonly used in quantitative research to measure respondents' perceptions of the statements given. The Likert scale was used because it can measure respondents' attitudes, opinions, and perceptions in a more structured manner and is easy to analyze statistically. The data obtained are primary data collected directly from respondents. The number of respondents in this study was 100 respondents.

The data analysis technique used in this study was the Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) method with the assistance of SmartPLS software. This method was chosen because it can analyze the relationship between latent variables simultaneously and does not require a strict normal distribution assumption. The analysis was conducted in two stages: the outer model test to test the validity and reliability of the instrument, and the inner model test to examine the relationship between variables. Hypothesis testing was conducted by examining the t-statistic and p-value to determine the significance of the influence between variables in the study.

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Table2. Indicator

	Variables	Definition	Indicator	Code	Supporting Literature
1	Quality of Service (X1)	According to Ridwan et al. (2023), service quality is a company's ability to provide services according to customer expectations.	I found the Mothercare store facilities clean and comfortable.	X1.1	Ridwan et al. (2023)
			Employeemothercareneat and professional appearance	X1.2	Sanjaya et al. (2023)
			Servicemothercareas promised	X1.3	Ridwan et al. (2023)
			ServiceMothercareconsistent	X1.4	Syah et al. (2025)
			EmployeeMothercarefast service	X1.5	Sanjaya et al. (2023)
			Mothercare services provide comfort	X1.6	Khoirunnisa & Wijayanto (2020)
			EmployeeMothercareunderstand the needs	X1.7	Syah et al. (2025)
2	Customer satisfaction (X2)	According to Abdullah & Ali (2025), satisfaction is a feeling after comparing expectations and performance.	ServiceMothercareas expected	X2.1	Abdullah & Ali (2025)
			I am satisfied with my shoppingat Mothercare	X2.2	Ridwan et al. (2023)
			A pleasant experienceshopping at Mothercare	X2.3	Abdullah & Ali (2025)
			I willchoose Mothercare	X2.4	Syah et al. (2025)
3	Customer Loyalty (Y)	According to Syah et al. (2025), loyalty is a commitment to repeat purchases.	I am acan buy backto Mothercare	Y1.1	Abdullah & Ali (2025)
			Ifrequent shoppingat Mothercare	Y1.2	Syah et al. (2025)
			I tdon't move to another store	Y1.3	Khoirunnisa & Wijayanto (2020)
			I mrecommendMothercare brand	Y1.4	Ridwan et al. (2023)

RESULTS AND DISCUSSION

Respondent Characteristics

This study used primary data obtained through an online questionnaire distributed using Google Forms to Mothercare customers in Jakarta. A total of 100 respondents met the research criteria. Respondent characteristics were grouped by gender, age, education level, occupation, and income.

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Table 3.Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Man	36	36.0%
	Woman	64	64.0%
Age	17–25 years	18	18.0%
	26–35 years	57	57.0%
	36–45 years	21	21.0%
	46–55 years	4	4.0%
Education	Vocational School/High School	53	53.0%
	Diploma (D1–D4)	10	10.0%
	S1	36	36.0%
	S2	1	1.0%
Work	Private Employees/PNS	80	80.0%
	Self-employed	11	11.0%
	Other	9	9.0%
Income	Doesn't work	2	2.0%
	Rp. 500 thousand–Rp. 1 million	3	3.0%
	Rp1 million–Rp5 million	23	23.0%
	Rp. 5 million–Rp. 25 million	70	70.0%
	> Rp. 25 million	2	2.0%

Source: Primary data processed (2026).

Based on Table 3, the majority of respondents in this study were female (64 respondents) and male (36 respondents). This indicates that Mothercare's customers are predominantly female, which aligns with the characteristics of Mothercare products, which focus on the needs of mothers and children.

Based on age group, most respondents were in the 26–35 years age range (57 respondents), followed by 21 respondents (21%) aged 36–45 years, 18 respondents (18%) aged 17–25 years, and 4 respondents (4%) aged 46–55 years. These results indicate that Mothercare customers are dominated by the productive age group who are generally married and have a need for mother and child products.

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In terms of education level, the majority of respondents had a vocational school/high school education of 53 respondents (53%), then a Bachelor's degree (S1) of 36 respondents (36%), a Diploma (D1–D4) of 10 respondents (10%), and a Master's degree of 1 respondent (1%).

Based on occupation, most of the respondents were private employees or civil servants as many as 80 respondents (80%), followed by self-employed as many as 11 respondents (11%), while the rest came from various other professions such as housewives, students, freelancers, retirees, and other jobs as many as 9 respondents (9%). Judging from the income level, the majority of respondents had an income of IDR 5,000,000–IDR 25,000,000 per month as many as 70 respondents (70%), followed by an income of IDR 1,000,000–IDR 5,000,000 as many as 23 respondents (23%), then IDR 500,000–IDR 1,000,000 as many as 3 respondents (3%), while respondents who had no income or who had income above IDR 25,000,000 each had 2 respondents (2%).

Validity Test

Validity testing was conducted to determine the ability of each statement item to measure the construct being studied. The test used the Corrected Item–Total Correlation value. An indicator is declared valid if it has a correlation value greater than 0.30. Based on the test results, all indicators in the Service Quality, Customer Satisfaction, and Customer Loyalty variables have Corrected Item–Total Correlation values ranging from 0.739 to 0.877. All of these values are above the minimum limit of 0.30, so all statement items are declared valid and suitable for use in further analysis.

Table 4. Validity test

Service Quality Variable (X)		
Code	**r count**	**Information**
X1.1	0.739	Valid
X1.2	0.790	Valid
X1.3	0.877	Valid
X1.4	0.798	Valid
X1.5	0.827	Valid
X1.6	0.805	Valid
X1.7	0.824	Valid
Customer Satisfaction Variable (Z)		
Z1.1	0.822	Valid
Z1.2	0.858	Valid
Z1.3	0.877	Valid
Z1.4	0.795	Valid

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Customer Loyalty Variable (Y)		
Y1.1	0.749	Valid
Y1.2	0.787	Valid
Y1.3	0.797	Valid
Y1.4	0.760	Valid

Source: Primary data was processed from RSVP files (2026).

Reliability Test

Based on the reliability test results, the Service Quality variable obtained a Cronbach's Alpha value of 0.918, the Customer Satisfaction variable of 0.873, and the Customer Loyalty variable of 0.904. All variables had a Cronbach's Alpha value greater than 0.70, so all research instruments were declared reliable and suitable for use as data collection tools..

Table 5. Reliability Test

Variables	Number of Items	Cronbach's Alpha	Standard	Information
Quality of Service	8	0.918	> 0.70	Reliable
Customer satisfaction	2	0.873	> 0.70	Reliable
Customer Loyalty	5	0.904	> 0.70	Reliable

Normality Test

Normality tests were conducted using the Kolmogorov–Smirnov and Shapiro–Wilk methods with a significance level of 5% (α = 0.05). Based on the test results, all variables had a significance value (Sig.) of less than 0.05 in both methods. Thus, the data on the variables Service Quality, Customer Satisfaction, and Customer Loyalty were not normally distributed.

However, this study involved 100 respondents. With relatively large sample sizes, linear regression analysis is generally still acceptable because it is robust enough to withstand deviations from normality, while still meeting other assumptions.

Table 6.Normality Test

Variables	Kolmogorov–Smirnov		Shapiro–Wilk	
	Statistics	Sig.	Statistics	Sig.
Quality of Service	0.160	0.011	0.820	0,000
Customer satisfaction	0.220	0,000	0.827	0,000

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Customer Loyalty	0.171	0.005	0.891	0,000

Table 7. Determination Coefficient Test

Model	Relationship between variables	R Square	Interpretation
1	Service Quality → Customer Satisfaction	**0.775**	Strong
2	Service Quality → Customer Loyalty	**0.641**	Strong
3	Customer Satisfaction → Customer Loyalty	**0.739**	Strong

The Effect of Service Quality on Customer Satisfaction (H1)

Based on the analysis results, an R Square value of 0.775 was obtained. This indicates that Service Quality is able to explain 77.5% of the variation in Customer Satisfaction, while the remaining 22.5% is influenced by other factors outside the research model.

This value indicates that service quality has a strong ability to explain Mothercare's customer satisfaction levels. The better the service quality provided, the higher the level of customer satisfaction.

The Effect of Service Quality on Customer Loyalty (H2)

The analysis results showed an R-square value of 0.641. This means that service quality can explain 64.1% of the variation in customer loyalty, while the remaining 35.9% is influenced by other variables not included in this study.

These results indicate that service quality has a significant contribution in forming customer loyalty, although there are still other factors that influence loyalty, such as price, product quality, promotions, or customer experience.

The Influence of Customer Satisfaction on Customer Loyalty (H3)

Based on the analysis results, the R Square value was obtained at 0.739. This means that Customer Satisfaction is able to explain 73.9% of the variation in Customer Loyalty, while the remaining 26.1% is influenced by other factors outside the research model.

This value indicates that customer satisfaction has a strong influence on customer loyalty. Customers who are satisfied with Mothercare's service are more likely to make repeat purchases and are willing to recommend Mothercare to others.

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Table 8. Path Analysis

Hypothesis	Track	Path Coefficient (β)	R^2	Direction of Influence
H1	Service Quality → Customer Satisfaction	**0.957**	**0.775**	Positive
H2	Service Quality → Customer Loyalty	**0.986**	**0.642**	Positive
H3	Customer Satisfaction → Customer Loyalty	**0.974**	**0.739**	Positive

H1: The Effect of Service Quality on Customer Satisfaction

The analysis results show that the path coefficient between Service Quality and Customer Satisfaction is 0.957 with an R^2 value of 0.775. This means that 77.5% of the variation in customer satisfaction can be explained by service quality, while the remaining 22.5% is influenced by other factors outside the study.

A positive path coefficient indicates that the better the service quality provided by Mothercare, the higher the level of customer satisfaction. Therefore, improving service quality, such as store cleanliness, employee friendliness, speed of service, and the ability to understand customer needs, will increase customer satisfaction.

H2: The Effect of Service Quality on Customer Loyalty

The analysis results showed a path coefficient of 0.986 with an R^2 value of 0.642. This means that service quality can explain 64.2% of the variation in customer loyalty, while the remaining 35.8% is influenced by other factors not included in the study.

A positive coefficient indicates that improving service quality will increase customer loyalty. Customers who receive good service are more likely to make repeat purchases, continue to choose Mothercare, and recommend Mothercare to others.

H3: The Influence of Customer Satisfaction on Customer Loyalty

The analysis results show that the path coefficient between Customer Satisfaction and Customer Loyalty is 0.974 with an R^2 value of 0.739. This indicates that 73.9% of the variation in customer loyalty can be explained by customer satisfaction, while the remaining 26.1% is influenced by other factors outside the research model.

A positive path coefficient indicates that higher levels of customer satisfaction lead to higher levels of customer loyalty. Satisfied customers are more likely to make repeat purchases, continue using Mothercare products, and recommend the product to other potential customers.

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DISCUSSION

The analysis results show that the service quality variable has a positive effect on Mothercare customer satisfaction in Jakarta. Based on the analysis results, the path coefficient (β) value was obtained at 0.954 with a coefficient of determination (R^2) of 0.779. This indicates that service quality can explain 77.9% of the variation in customer satisfaction, while the remaining 22.1% is influenced by other factors outside the research model. The results of this study indicate that Mothercare customers will be satisfied if they receive service that meets their expectations. Good service quality, such as store cleanliness and comfort, professional employee appearance, speed of service, and the ability of employees to provide clear product information can provide a positive shopping experience for customers. As a retail company engaged in the field of maternal and child supplies, Mothercare needs to maintain consistent service quality to be able to meet customer expectations. Quality service is not only demonstrated through the friendly attitude of employees, but also through the company's ability to create a comfortable, safe, and enjoyable shopping experience. The results of this study are in line with the research of Marlius and Putriani (2020) which states that service quality is an important factor in increasing customer satisfaction. In addition, research by Astuti and Haryono (2013) also explains that service quality dimensions such as physical evidence, reliability, responsiveness, assurance, and empathy have a significant influence on customer satisfaction.

Furthermore, the results of the study indicate that service quality also has a positive effect on Mothercare customer loyalty in Jakarta. Based on the analysis, the path coefficient (β) was 0.984 with a coefficient of determination (R^2) of 0.679. This indicates that service quality can explain 67.9% of the variation in customer loyalty, while the remaining 32.1% is influenced by other factors outside the research model. These findings indicate that customers who receive good service tend to have the desire to make repeat purchases, continue to choose Mothercare as a place to shop for mother and child needs, and are willing to recommend Mothercare to family and friends. Fast, responsive, and professional service can build long-term relationships between the company and customers, thereby creating customer loyalty. Therefore, Mothercare needs to maintain consistent service quality by improving employee competency, providing comprehensive product information, and providing services that are tailored to customer needs. These results support the research of Su et al. (2019) which states that service quality has a positive effect on customer loyalty. The better the service quality perceived by customers, the higher the customer loyalty to the company.

Furthermore, the results of the study indicate that customer satisfaction has a positive effect on Mothercare customer loyalty in Jakarta. Based on the analysis, the path

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coefficient (β) was 0.939 with a coefficient of determination (R^2) of 0.722. This means that customer satisfaction can explain 72.2% of the variation in customer loyalty, while the remaining 27.8% is influenced by other factors outside the research model. These results indicate that customers who are satisfied with the service and shopping experience at Mothercare have a higher tendency to continue making repeat purchases, using Mothercare products continuously, and providing recommendations to family and friends. Customer satisfaction is an important factor in building long-term relationships between customers and the company. Therefore, Mothercare needs to continuously evaluate the quality of service provided to maintain customer satisfaction levels and ultimately increase customer loyalty. The results of this study are in line with the research of Parikh (2006) which states that customers who have a high level of satisfaction tend to make repeat purchases and become loyal customers. In addition, Novianti, Endri, and Darlius (2018) also explained that customer satisfaction has a significant influence on customer loyalty so that companies need to maintain service quality consistently so that customer satisfaction remains high and customer loyalty can be maintained in the long term.

CONCLUSION

The research results show that service quality plays a crucial role in increasing customer satisfaction, which in turn leads to increased customer loyalty. Therefore, Mothercare is advised to continue improving its service quality through employee training to ensure friendly, prompt, and responsive service, as well as possessing sound product knowledge to assist customers in selecting products that best suit their needs.

Furthermore, Mothercare needs to maintain store comfort, ensure product availability, and provide a consistent shopping experience for every customer visit. These efforts are expected to increase customer satisfaction and foster long-term customer loyalty.

This study has several limitations. First, the study was only conducted on Mothercare customers in the Jakarta area, so the results cannot necessarily be generalized to all Mothercare customers in other regions. Second, the study only used two relationships between variables: service quality and customer satisfaction and customer satisfaction and customer loyalty. Therefore, other factors could potentially influence customer loyalty, such as product quality, price, brand image, promotion, and customer experience. Third, the research data was obtained through a self-report questionnaire, so respondents' answers depended on their individual perceptions when filling out the questionnaire. Therefore, future research is recommended to add other variables, expand the scope of the research area, and use a larger number of respondents to achieve more comprehensive research results.

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