

The Influence of Service Quality and Customer Satisfaction on Consumer Loyalty at PT. Hajjah Fatimah Indo Group Bantaeng Regency

Multasamsi¹ Buyung Romadhoni² Sherry Edelia Natrir Kalla³

Muhammadiyah University of Makassar

E-mail : multasamsi@gmail.com

Article Info

Abstract

Consumer loyalty,
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satisfaction

This research aims to determine the effect of service quality and customer satisfaction on consumer loyalty at PT. Hajjah Fatimah Indo Group . This research is a type of quantitative descriptive research. The method used is a statistical method or method (measurement), the data collection technique in this research is a questionnaire or questionnaire which is a data collection technique carried out by giving a set of questions or written questions to respondents to answer. In this research, the population is customers of PT. Hajjah Fatimah Indo Group Bantaeng Regency and the sample used in this research is a purposive sampling type and the sample number is 153. The data analysis technique uses quantitative descriptive analysis which is expressed in the form of percentages using SPSS 25. And the results obtained show that the influence of service quality on consumer loyalty Based on the results of the table analysis, it shows that the calculated r is 0.576 and the significant value (Sig) is 0.00. Therefore, the calculated t value is $3.561 > t$ table 1.975 and the significant value is 0.00 with the basic provisions for decision making < 0.05 , so the hypothesis reads "There is a significant influence between service quality on consumer loyalty among PT consumers. Hajjah Fatimah Indo Group Bantaeng Regency" was accepted. And for the influence of customer satisfaction on consumer loyalty in the table above, it shows that the calculated r is 0.576 and the significant value (Sig) is 0.00. Therefore, t count is $4.360 > t$ table 1.975 and the significant value is 0.00 with the basic conditions for decision making < 0.05 , then the hypothesis which reads "There is a significant influence between customer satisfaction and service loyalty" is accepted.

1. Introduction

In facing the fierce competition of today's globalization era, every company must be able to compete in order to win the market. The orientation of the marketing world has shifted from being profit-oriented to being satisfaction-oriented. Companies must continuously pay attention to and consider consumer needs. One of the common problems faced by companies is that they may not be able to provide the maximum satisfaction that consumers or customers truly expect. Marketing is about identifying and fulfilling human and social needs. A simple and good definition of marketing is "meeting needs in a profitable way." Marketing management occurs when at least one party in a potential exchange thinks about ways to achieve the desired response from the other party. Therefore, we view marketing management as the art and science of

selecting target markets and attracting, retaining, and growing customers by creating, delivering, and communicating superior customer value.

The growing market demands require retail businesses to not only meet product needs but also fulfill the need for service and satisfaction in order to achieve customer loyalty. According to Hurriyati (2005:70), consumer loyalty is the deep commitment of customers to consistently repurchase selected products in the future, despite situational influences and marketing efforts that could potentially alter behavior. Meanwhile, Kertajaya (2005:54) defines loyalty as consumer behavior involving repeat purchases, recommending products or services to others, and being resistant to temptations from other products. From previous research, it can be concluded that loyalty represents unwavering

loyalty that persists even if a company's condition declines. There are several factors that influence consumer loyalty, including service quality and customer satisfaction.

The first factor influencing customer loyalty is service quality. To build effective marketing, companies must provide adequate service quality to ensure that consumers remain loyal. According to Tjiptono (2005) and Lupiyoadi (2001), service quality refers to the overall characteristics and features of a product or service in terms of its ability to meet both explicit and latent needs, emphasizing customer expectations to achieve a match for usage. In the pursuit of consumer loyalty, guaranteeing service quality becomes a mandatory element for companies to fulfill. However, gaps often arise that can prevent the company from achieving its goals, such as gaps between consumer expectations and the actual quality of services, as well as communication gaps. These factors must be addressed by companies to ensure success.

The second factor influencing loyalty is customer satisfaction. Customer satisfaction refers to what customers experience when they feel their needs and desires have been well met (Tjiptono, 2012). According to Philip Kotler (2016), satisfaction is the feeling of happiness or disappointment that individuals experience after comparing their expectations with the actual performance of a product or service. Customer satisfaction leads to post-purchase evaluation, and customer loyalty will increase if satisfaction is achieved, making it crucial for businesses. As a result, all businesses must have strategies that appeal to customers, focusing on meeting their expectations. Understanding and anticipating customer expectations is one of the most important strategies for businesses.

As one of the business units generating profits through sales, companies need various strategies for their business activities. These strategies are essential for entrepreneurs when marketing or promoting a product, whether through social media or marketing networks. However, many challenges arise, especially for businesses selling products in smaller quantities or retail, which require special

attention to service quality and customer satisfaction. PT. Hajjah Fatimah Indo Group, a company located in Bantaeng Regency, South Sulawesi, operates in the retail business sector, which is experiencing rapid growth and increasing competition in Indonesia. To overcome these competitive challenges, retail business owners should make the most of their strengths and turn weaknesses into opportunities.

2 Research Methodology

This study uses a descriptive quantitative method, which aims to describe and measure the variables under study and determine the relationships between variables without seeking causal relationships. The research was conducted at PT. Hajjah Fatimah Indo Group, located in Bissappu District, Bantaeng Regency, for two months, from November to December 2023. The data used in this study are quantitative data, which are numerical and can be analyzed using statistical techniques. Data was collected through questionnaires distributed to consumers of PT. Hajjah Fatimah Indo Group.

The population in this study is considered infinite or uncountable, making it impossible to calculate the total population. Therefore, a sample was taken from a portion of the population that represents the entire population. A sample of 153 respondents was selected, based on guidelines suggesting taking 25-30% of the population if the number exceeds 100 people. Data was collected using questionnaires consisting of questions provided to the respondents for their responses.

In this study, three main variables were focused on: service quality, customer satisfaction, and customer loyalty. Service quality is measured through five indicators: reliability, responsiveness, assurance, empathy, and tangibles. Customer satisfaction is measured based on several indicators, such as complaint and suggestion systems, customer satisfaction surveys, mystery shoppers, and analysis of customers who stop transacting. Meanwhile, customer loyalty is measured with indicators like providing positive

recommendations to others, choosing the company as the first choice, and making more purchases in the future.

The data analysis methods used in this study include descriptive analysis to provide an overview of the data, validity and reliability tests to ensure the quality of the questionnaire, and classical assumption tests to examine data distribution and relationships between variables. Multiple linear regression analysis is used to determine the effect of service quality and customer satisfaction on customer loyalty. The coefficient of determination (R^2) is used to determine the extent to which independent variables can explain the dependent variable. Finally, hypothesis testing is conducted using the F-test to examine the overall significance of the regression model and the t-test to measure the impact of each independent variable on the dependent variable. If the significance value is less than 0.05, the alternative hypothesis is accepted, indicating a significant influence of the independent variables on customer loyalty.

3. Results and Discussion

3.1 Data Presentation (Research Results)

Validity testing is conducted by performing a significance test that compares the calculated correlation (r_{hitung}) with the value from the product-moment correlation table ($r_{(\alpha, (df-2))}$). A statement is considered valid if the correlation is greater than r from the table ($r_{(\alpha, (df-2))}$) and has a positive value. The calculation of r -table is done using the formula $Df = n - 2$, resulting in $Df = 153 - 2 = 151$, with an r -table value of 0.133. The validity test results for the service quality variable show that all statement items are valid, as the calculated correlation values are greater than 0.133 and positive. The validity test table shows that statements for the service quality variable (X1) such as X1.1 to X1.9, customer satisfaction variable (X2), and consumer loyalty variable (X3) all have calculated correlation values greater than 0.133, indicating that all items are valid without the need for elimination in the questionnaire statements.

For reliability testing, this research uses Cronbach's Alpha (α) greater than 0.60 with

data processed using SPSS software. A comparison between the R alpha and R -table values is used to test the consistency and stability of respondent answers. If the test results show consistency, the instrument is considered reliable. The reliability test results show that the Cronbach's Alpha values for the service quality (X1), customer satisfaction (X2), and consumer loyalty (X3) variables are 0.760, 0.781, and 0.699, respectively, all of which are greater than 0.60, indicating that the instruments are reliable and meet the requirements for use in the research.

Classical assumption tests are performed to test data normality, multicollinearity, heteroscedasticity, and multiple regression analysis. The normality test uses the Kolmogorov-Smirnov (K-S) test, with a significance result of 0.079, which is greater than the significance level of 0.05, indicating that the residual distribution is normal. The Normal P-Plot also shows that the residual data points follow the diagonal line, supporting the conclusion that the residual distribution is normal. The multicollinearity test shows that the tolerance value for service quality and customer trust is 0.667 (greater than 0.1) and the VIF value is 1.500 (less than 10), indicating that there is no multicollinearity between independent variables. The heteroscedasticity test shows that the residual data points in the scatter plot do not form a specific pattern, indicating that there is no heteroscedasticity problem.

Multiple regression analysis is used to see the effect of dependent variables on independent variables. The analysis results show that service quality (X1) and customer satisfaction (X2) variables significantly affect consumer loyalty. The regression coefficient for service quality is 0.186, meaning that every 1% increase in service quality will lead to a 0.186% increase in consumer loyalty. The regression coefficient for customer satisfaction is 0.718, meaning that every 1% increase in customer satisfaction will result in a 0.718% increase in consumer loyalty. The coefficient of determination (R -square) is 0.332, indicating that 33.2% of the variance in consumer loyalty

can be explained by the service quality and customer satisfaction variables, while the remaining variance is influenced by other factors not explained by the model.

Hypothesis testing is performed using partial t-tests and simultaneous F-tests. The t-test results show that the service quality and customer satisfaction variables significantly affect consumer loyalty because the calculated t-value is greater than the t-table value and the significance value is less than 0.05. The simultaneous F-test results show that the service quality and customer satisfaction variables, together, significantly affect consumer loyalty because the significance value of 0.000 is less than 0.05, meaning that H_a is accepted and H_o is rejected.

3.2 Analysis and Interpretation (Discussion)

Based on the research conducted with 153 respondents, the responses to the variables in the questionnaire were first processed using multiple linear regression analysis. The results of this study can be explained through the following discussion:

The Effect of Service Quality on Consumer Loyalty

The hypothesis test results show that service quality has an effect on consumer loyalty at PT. Hajjah Fatimah Indo Group. This is indicated by the calculated t-value for service quality being greater than the t-table value. The t-calculated value for service quality is 3.561, while the t-table value is 1.975. This means that if service quality increases, consumer loyalty at PT. Hajjah Fatimah Indo Group will also increase by the same value. These findings are consistent with the research conducted by Noor (2020), which stated that service quality affects consumer loyalty at PT. Herba Penawar Alwahida Indonesia. The results of this study also align with research indicating a relationship between service quality and consumer loyalty, as evidenced in the study by Prasetyo (2012) titled "The Influence of Service Quality and Price on Customer Satisfaction."

The Effect of Customer Satisfaction on Service Loyalty

The hypothesis test results show that customer satisfaction has an effect on consumer loyalty at PT. Hajjah Fatimah Indo Group. This is shown by the calculated t-value for customer satisfaction being greater than the t-table value. The t-calculated value for customer satisfaction is 4.360, while the t-table value is 1.975. This means that if customer satisfaction increases, consumer loyalty at PT. Hajjah Fatimah Indo Group will also increase by the same value. The results of this study support the research by Sugara and Dewantara (2017), which states that customer satisfaction influences consumer loyalty in the context of online buying and selling transactions. Other studies supporting this result include research by Supertini et al. (2020) on Kebaya Pusaka in Singaraja, where a significant influence of customer satisfaction on consumer loyalty was found, with a positive relationship between each variable tested. According to Aini (2020), the customer satisfaction variable significantly influences customer loyalty, as demonstrated in the study titled "The Effect of Satisfaction and Trust on Customer Loyalty with Commitment as an Intervening Variable."

Simultaneous Effect of Service Quality and Customer Satisfaction on Consumer Loyalty

The research results show that the F-calculated value is greater than the F-table value, and the significance value is smaller than 0.05. The significance value of 0.000 is smaller than 0.05. This indicates that H_o is rejected and H_a is accepted. In other words, service quality (X_1) and customer satisfaction (X_2) have a simultaneous effect on consumer loyalty at PT. Hajjah Fatimah Indo Group. This study supports previous research that found service quality and customer satisfaction to have a combined effect on consumer loyalty, as noted in the studies by Supertini et al. (2020) and Sangadji and Sopiah (2013:105). Consumer loyalty is a behavior demonstrated by routine purchases, which are based on decision-making units. If a company wants to increase consumer loyalty, it requires the influence of the service quality and

customer satisfaction provided. This is to ensure that customers feel comfortable when shopping at a store. Furthermore, customers are more likely to shop frequently at the same store and may even become regular customers. This means that both service quality and customer satisfaction influence the level of consumer loyalty.

4. Closing

4.1 Conclusion

Based on the analysis of the research regarding the influence of service quality and customer satisfaction on service loyalty at PT. Hajjah Fatimah Indo Group, the following conclusions can be drawn:

1. There is a partial effect of service quality on service loyalty at PT. Hajjah Fatimah Indo Group. This means that the higher or lower the service quality, the higher or lower the service loyalty in the company.
2. There is a partial effect of customer satisfaction on service loyalty at PT. Hajjah Fatimah Indo Group. This means that the higher or lower the customer satisfaction, the higher or lower the service loyalty in the company.
3. The simultaneous testing results show that there is a combined effect of service quality and customer satisfaction on service loyalty at PT. Hajjah Fatimah Indo Group. This means that the level of both independent variables will simultaneously affect the level of service loyalty at PT. Hajjah Fatimah Indo Group.
3. Future research should focus on more interesting subjects, such as employees, marketing, or other fields.
4. During the preparation of the study, careful attention should be paid to ensure that the research is easy to understand for readers.
5. In future research, a more detailed explanation of the influence of the independent variables on the dependent variable (X to Y) should be provided to serve as a reference for other studies.

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4.2 Suggestions

Based on the conclusions obtained from this research, the following suggestions are proposed:

1. It is important to establish a good relationship between the researcher and the company or research site by maintaining close communication with each other.
2. The variables used in future research should be more varied.

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