

The Effect of Trust on Customer Loyalty through Customer Satisfaction

Trust on Customer
Loyalty

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Submitted:
16 OCTOBER 2023

Accepted:
25 DECEMBER 2023

ABSTRACT

The growth of the tourism sector in Indonesia, particularly in the fast-food restaurant industry, has created significant investment opportunities. The phenomenon of lifestyle changes in urban communities, where time is a crucial factor, has driven interest in convenient and easily accessible fast-food. McDonald's, as a key player in this industry, continues to develop adaptive marketing strategies by introducing innovations and attractive promotions. Customer trust and satisfaction are the keys to maintaining and expanding market share. This research aims to investigate the influence of trust on customer satisfaction and loyalty, and whether trust affects customer loyalty through customer satisfaction, focusing on McDonald's consumers in Bandar Lampung. A quantitative research method with a deductive approach was employed, and a sample of 110 respondents was selected using purposive sampling. Data analysis involved statistical methods and the Smartpls 4.0 application. The research results indicate that trust has a positive and significant impact on customer satisfaction and loyalty. The implications of these findings provide insights for companies, especially McDonald's, to enhance customer trust and satisfaction in efforts to maintain competitiveness in the competitive fast-food industry.

Keywords: Marketing, Consumer Behavior, Customer Trust, Customer Satisfaction, Customer Loyalty

ABSTRAK

Pertumbuhan sektor pariwisata di Indonesia, khususnya dalam industri restoran cepat saji, menciptakan peluang investasi yang signifikan. Fenomena perubahan gaya hidup masyarakat perkotaan yang menempatkan waktu sebagai faktor krusial telah mendorong minat pada makanan cepat saji yang praktis dan mudah diakses. McDonald's, sebagai pelaku utama dalam industri ini, terus mengembangkan strategi pemasaran adaptif dengan memperkenalkan inovasi dan promosi menarik. Kepercayaan pelanggan dan kepuasan pelanggan menjadi kunci untuk mempertahankan dan memperluas pangsa pasar. Penelitian ini bertujuan untuk menyelidiki pengaruh kepercayaan terhadap kepuasan dan loyalitas pelanggan, serta apakah kepercayaan berpengaruh pada loyalitas pelanggan melalui kepuasan pelanggan, dengan fokus pada konsumen McDonald's di Bandar Lampung. Metode penelitian kuantitatif dengan pendekatan deduktif digunakan, dan sampel sebanyak 110 responden dipilih dengan teknik purposive sampling. Analisis data melibatkan metode statistik dan aplikasi Smartpls 4.0. Hasil penelitian menunjukkan bahwa kepercayaan memiliki pengaruh positif dan signifikan terhadap kepuasan dan loyalitas pelanggan. Implikasi dari temuan ini memberikan wawasan bagi perusahaan, khususnya McDonald's, untuk meningkatkan kepercayaan dan kepuasan pelanggan dalam upaya mempertahankan daya saing di industri restoran cepat saji yang kompetitif.

Kata kunci: Pemasaran, Perilaku Konsumen, Kepercayaan Pelanggan, Kepuasan Pelanggan, Loyalitas Pelanggan

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 12 No. 1, 2024
pp. 203-210
IBI Kesatuan
ISSN 2337 - 7860
E-ISSN 2721 - 169X
DOI: 10.37641/jimkes.v12i1.2404

INTRODUCTION

The growth of the tourism sector in Indonesia has created significant investment opportunities, particularly in the fast-food restaurant industry, which is one of the most prominent and attractive sectors for investors (Mufidah, 2012). The phenomenon of lifestyle changes in urban communities, where time becomes a crucial factor, has driven interest and the need for convenient and easily accessible fast-food. With increasingly mobile and busy lifestyles outside the home, fast-food restaurants have become the primary choice to meet daily food needs. In this business environment, McDonald's has emerged as a key player with evolving marketing strategies. In addition to providing well-known fast-food dishes, McDonald's introduces innovative facilities such as delivery services, drive-thru, children's play areas, and promotional programs that attract customers, especially among children and teenagers. McDonald's adaptive strategy is reflected in the continuous introduction of new menus each year. This not only reflects the company's responsiveness to changes in consumer preferences but also as an effort to remain a major player in the increasingly competitive fast-food restaurant industry (Kotler & Armstrong, 2016).

Observing industry trends, data indicates a continuous increase in the number of fast-food restaurants. Intense competition demands that McDonald's maintains and enhances its competitiveness. This can be achieved through adaptive marketing strategies, product innovation, and prioritizing customer satisfaction (Simon & Honore, 2012). It is essential to note that customer satisfaction is a key factor in building consumer loyalty. Therefore, McDonald's strategy is not only focused on product aspects but also on the overall customer experience (Tien, 2019; Asakdiyah, 2010). Customer trust and satisfaction are strong foundations to retain and expand market share in this continually evolving industry.

By understanding market dynamics, McDonald's can take proactive steps to ensure its position as a major player in the fast-food restaurant industry. This research aims to investigate the influence of trust on customer satisfaction, the influence of trust on customer loyalty, the influence of customer satisfaction on customer loyalty, and whether trust significantly influences customer loyalty through customer satisfaction, particularly among McDonald's consumers in Bandar Lampung. The research objectives include gaining a deep understanding of the dynamic relationships between trust, customer satisfaction, and customer loyalty in the context of the fast-food restaurant. The research's benefits involve contributions to academic knowledge in marketing management, providing insights for companies, especially McDonald's, in enhancing customer loyalty through understanding trust and customer satisfaction factors. For researchers, this study is expected to broaden their understanding of factors influencing consumer behavior in the fast-food industry.

LITERATURE REVIEW

Marketing is a societal process to fulfill needs and create value exchanges between individuals and groups (Kotler & Keller, 2016). According to Tjiptono (2016), marketing is the activity of creating, communicating, and exchanging value propositions. Marketing plays a crucial role in enhancing a company's success by facilitating product exchanges between producers and consumers. In determining marketing programs, marketing strategy is key, described as a plan outlining the expected impact of marketing activities or programs on product demand in the target market (Mustapha, 2017; Istanti et al., 2020). Marketing strategies assist in boosting sales through well-directed planning.

Consumer behavior, as defined by Toha (2023) encompasses individual activities in obtaining and using goods/services, including decision-making. Consumer behavior studies focus on how individuals utilize resources to purchase products suitable for consumption. Understanding consumer behavior aids company management in developing effective marketing strategies (Sumarwan, 2011). Purchasing decisions are a

crucial aspect, addressing what, why, when, where, and how often consumers buy and use products, providing guidance for marketing managers in designing relevant policies (Li et al., 2021).

According to Akgunduz et al. (2023), customer trust is a fundamental need and a primary antecedent to high-quality services. Caturani et al. (2019) define trust as an individual's willingness to rely on another party based on their belief in that party. Gultom et al. (2020) refer to it as subjective beliefs related to online seller transactional obligations. Akbar & Parvez (2019) state that trust is a key element in building long-term relationships, where trust is formed through belief in the reliability and integrity of the trusted party (Fawcett et al., 2017; Brown et al., 2019). Consumer trust encompasses knowledge, beliefs, and attitudes toward the object, attributes, and benefits, with types such as attribute trust, benefit attribute trust, and object and benefit trust. Customer trust indicators can be measured through four items involving employee behavior related to sales, reliability, honesty, and prioritizing customer interests (Maupa et al., 2023).

Akgunduz et al. (2023) consider satisfaction influenced by previous experiences, while Rizan et al. (2019) view it as a comparison between perceived and expected experiences. Factors such as product quality, price, service quality, emotional factors, cost, and convenience can influence customer satisfaction. Poister & Thomas, (2011) details satisfaction elements, including expectations, performance, comparison, experience, and confirmation/disconfirmation. Customer satisfaction creates emotional bonds and can be a determinant of long-term customer behavior (Irawan, 2012; Hallencreutz & Parmler, 2021).

Customer loyalty is a commitment to repurchase or subscribe to products for an extended period. Kotler & Keller (2016) and Morgan et al. (2019) define loyalty as a commitment to repurchase or subscribe to preferred services in the future, reflected in positive attitudes and repeat purchases. According to Maupa et al. (2023), loyalty includes repeat purchase intentions and loyalty of customers who have the same enthusiasm for a particular product. Caturani et al. (2019) emphasize that loyalty involves a deep commitment to repurchase despite market situations. Customer loyalty indicators include selection as the first choice, intention of repeat purchase, and consistency in choosing a specific product or service (Akgunduz et al., 2023; Leninkumar, 2017; Pandjaitan & Ahmad, 2017).

METHODS

This study employs a quantitative research approach with a deductive method. The focus is on identifying problems, phenomena, or variables through a numerical approach. Accepted scientific theories serve as references in seeking further truths. The research's objective is to determine the Influence of Trust on Customer Loyalty Through Customer Satisfaction at McDonald's in Bandar Lampung. The research population consists of McDonald's customers in Bandar Lampung, with an unknown exact number. Samples are selected using the purposive sampling technique with specific considerations, such as residence in Bandar Lampung, a minimum age of 18 years, and a history of purchasing from McDonald's. The minimum sample size used is 110, meeting the general rules for quantitative research. The sample determination is made to ensure diversity and representativeness of respondents in collecting quantitative data (Hair et al., 2014). Data analysis in this study adopts both descriptive and quantitative approaches. Descriptive approach is used to provide an overview of the development and growth of a condition. Meanwhile, quantitative analysis involves statistical methods and utilizes the SmartPLS 4.0 application. In the evaluation of the outer model, several aspects are assessed, including Convergent Validity, Average Variance Extracted (AVE), and Composite Reliability. Convergent Validity is assessed through standardized loading factors, AVE is used to evaluate discriminant validity, and Composite Reliability is used to test instrument reliability. Structural Equation Modeling (SEM) assumption tests involve path analysis by examining path coefficients. Hypothesis testing is conducted by considering the values of chi-square (χ^2) and Standardized Root Mean Square Residual (SRMR).

Low chi-square and SRMR below 0.08 are considered acceptable. Mediation tests in SEM are conducted by comparing the direct and indirect relationship parameters between independent, dependent, and mediating variables. Absolute fit indices such as chi-square (χ^2) and SRMR are used to assess how well the model fits the sample data. High chi-square values may indicate a lack of model fit with the data, while a low SRMR suggests a better-fitting model.

RESULTS

The descriptive analysis in this study includes the profile of respondents based on several characteristics such as gender, age, education, occupation, monthly expenditures, and how often they make purchases at McDonald's. Out of a total of 110 respondents, the majority are female customers (66.4%), possibly influenced by women's preferences for fast food. In terms of age, consumers in the 18-25 age range dominate (43.6%), indicating that this age group is more inclined to choose McDonald's. In terms of education, customers with bachelor's degrees dominate (73.6%), suggesting that higher education levels have the potential to influence their choice of McDonald's. Based on occupation, civil servants/state-owned enterprise/private employees are the majority (43.6%), indicating that those with permanent jobs consume fast food more frequently. In terms of monthly expenditures, customers with expenditures below IDR 3,000,000 dominate (43.6%), showing that McDonald's can attract customers with various spending levels. As additional information, the majority of customers (73.6%) make McDonald's purchases less than 5 times, which could reflect their satisfaction level and preferences for McDonald's products. This may also be influenced by financial factors and consumer habits.

Regression analysis results show that customer satisfaction (Z) has a significant impact on customer loyalty (Y), with an R-Square value of 0.769. This indicates that approximately 76.9% of the variation in customer satisfaction can be explained by the trust variable (X). In other words, customer trust contributes significantly to their satisfaction with the service or product. Furthermore, when we look at the customer loyalty variable (Y), the R-Square value of 0.518 indicates that about 51.8% of the variation in customer loyalty can be explained by the level of customer satisfaction (Z). This means that the higher the level of customer satisfaction, the greater its contribution to the formation of customer loyalty. However, it should be noted that there is some variation that cannot be explained by the trust and customer satisfaction variables in this model. About 23.1% of the variation in customer satisfaction and 48.2% of the variation in customer loyalty is explained by other factors not included in this research model. Therefore, to fully understand the factors influencing customer satisfaction and loyalty, further research and additional variables may be needed.

The hypothesis testing results show significant findings related to the relationship between variables in the research model. First, in the context of McDonald's in Bandar Lampung, customer trust (X) has a significant influence on customer satisfaction (Z) with a p-value of 0.000, which is smaller than the significance level of 0.05. Thus, hypothesis H1 stating that trust significantly influences customer satisfaction is accepted. The path coefficient value of 0.877 indicates a strong positive relationship between customer trust and customer satisfaction. Second, the test results show that customer trust (X) also significantly influences customer loyalty (Y) with a p-value of 0.000. Therefore, hypothesis H2 stating that trust significantly influences customer loyalty is accepted. With a path coefficient value of 0.719, it can be concluded that customer trust has a positive influence on the level of customer loyalty to McDonald's. Third, the test results also show that customer satisfaction (Z) significantly influences customer loyalty (Y) with a p-value of 0.000. Thus, hypothesis H3 stating that customer satisfaction significantly influences customer loyalty is accepted. The path coefficient value of 0.870 indicates that customer satisfaction has a strong positive impact on customer loyalty. Finally, through the mediation test, the results show that customer trust (X) influencing customer loyalty (Y) through customer satisfaction (Z) also significantly influences with a p-value of 0.001.

Thus, hypothesis H4 stating that trust significantly influences customer loyalty through customer satisfaction is accepted. This finding indicates that customer satisfaction mediates the relationship between customer trust and customer loyalty, playing a crucial role in influencing the level of customer loyalty to McDonald's in Bandar Lampung.

DISCUSSION

Based on the results of the hypothesis testing, it is concluded that trust significantly and positively influences customer satisfaction at McDonald's in Bandar Lampung. This is supported by the theory that customer trust is a fundamental need and a key factor in creating high-quality services. Customer trust can build satisfaction with services, which, in turn, can create loyalty and positive attitudes toward the products offered. This result is further supported by the findings of various studies, such as Maupa et al. (2023), which indicates a positive and significant influence of trust on customer loyalty through customer satisfaction. Similarly, the research conducted by Kuswanto et al. (2020) and Caturani et al. (2019) shows that trust has a positive and significant impact on customer loyalty, while customer satisfaction significantly influences loyalty. The descriptive analysis of respondents' perceptions of trust-related statements, such as McDonald's employees' service is very satisfying. It is evident that perceived trust has a positive impact on the satisfaction of McDonald's customers in Bandar Lampung. This reinforces the notion that trust is a crucial element in building and maintaining long-term relationships with customers.

The results of the hypothesis testing indicate that trust significantly influences customer loyalty at McDonald's in Bandar Lampung. This result aligns with the theory that customer trust is a fundamental need and a primary antecedent to high-quality services. Furthermore, the findings support the idea that higher levels of trust lead to increased customer loyalty to a product or service. This result is consistent with the results of various studies, including Akgunduz et al. (2023), which demonstrates a positive and significant impact of trust on customer loyalty through customer satisfaction. The research conducted by Kuswanto et al. (2020) and Rizan et al. (2019) also indicates that trust has a positive and significant effect on customer loyalty. The descriptive analysis of respondents' perceptions of trust-related statements further confirms that trust, especially in the satisfactory service provided by McDonald's employees, has a positive impact on customer loyalty. This reinforces the idea that a higher level of trust contributes to long-term relationships with a product.

The results of the hypothesis testing show that customer satisfaction significantly influences customer loyalty at McDonald's in Bandar Lampung. This result is supported by the theory that customer satisfaction is a cognitive state influenced by previous experiences. When comparing perceived satisfaction with expectations before purchasing and consuming goods or services, customers tend to develop loyalty when expectations are met. This result aligns with the findings of various studies, such as Caturani et al. (2019), which demonstrates a positive impact of satisfaction on customer loyalty. Additionally, the research conducted by Gultom et al. (2020); Actavianus & Purmono (2023) shows that customer satisfaction has a positive and significant impact on trust, and, in turn, trust positively influences customer loyalty. The descriptive analysis of respondents' perceptions of satisfaction-related statements, supports the result that perceived satisfaction positively influences customer loyalty. This emphasizes the importance of meeting customer expectations in fostering long-term loyalty.

Based on the hypothesis testing results, it is concluded that trust significantly influences customer loyalty through customer satisfaction at McDonald's in Bandar Lampung. This result is consistent with the theory that customer loyalty refers to the repeat purchase intention of customers for a specific service. Furthermore, it supports the idea that trust, when perceived by customers, enhances long-term satisfaction, leading to increased loyalty. This result is consistent with the findings of various studies, including Akgunduz et al. (2023), which demonstrates that trust has a positive and significant impact on customer loyalty through customer satisfaction. Similarly, the research conducted by

Kuswanto et al. (2020) and Caturani et al. (2019) indicates that trust has a positive and significant effect on customer loyalty, while customer satisfaction significantly influences loyalty. The mediation analysis confirms that trust significantly influences customer loyalty through customer satisfaction. This emphasizes the crucial role of customer satisfaction as an intermediary factor in the relationship between trust and loyalty. The positive impact of perceived trust on satisfaction contributes significantly to building and strengthening customer loyalty to McDonald's in Bandar Lampung.

CONCLUSION

Based on the comprehensive analysis derived from the research, it can be unequivocally asserted that trust plays a pivotal role, exhibiting a positive and statistically significant influence on various dimensions, namely customer satisfaction, customer loyalty, and, notably, through the mediating factor of customer satisfaction on loyalty, all within the context of McDonald's in Bandar Lampung. The discerned insights illuminate the intricate relationship dynamics between the establishment of trust and the ensuing outcomes of customer satisfaction and loyalty. In essence, the findings underscore the pivotal role of consumer trust in shaping not only the satisfaction levels but also the enduring loyalty of patrons towards McDonald's. Consequently, this mandates McDonald's to proactively and diligently uphold and augment the levels of consumer trust through the provision of consistent and exemplary services, thereby aligning with and surpassing customer expectations. While the study accentuates the positive aspects of the consumer experience, it concurrently brings to light areas warranting attention and enhancement. Specifically, factors such as customer preferences and the ambience of McDonald's restaurants emerge as focal points for potential improvement. In light of these considerations, McDonald's is advised to engage more proactively in social initiatives and elevate the overall quality of dining facilities. Such proactive measures are poised to contribute significantly to the creation of a more enjoyable and satisfying experience for customers. In essence, the research findings not only serve as a reflective mirror of the existing dynamics but also provide actionable insights for strategic improvements. McDonald's, by addressing these nuanced aspects, can further optimize the interplay between trust, satisfaction, and customer loyalty, thereby fortifying its position in the competitive landscape of Bandar Lampung. This holistic approach towards customer-centric enhancements is poised to pos.

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