

The Effect of Service Quality and Consumer Satisfaction on Customer Loyalty

*The Effect of Service
Quality*

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Submitted:
AUGUST 25, 2024

Accepted:
OCTOBER 10 2024

ABSTRACT

The research aims to find out whether service quality and customer satisfaction simultaneously or partially have a significant effect on customer loyalty at PT Inti Cakrawala Citra. The type of research used is a quantitative approach. Data was collected using questionnaires, interviews and observation methods. The data analysis technique used was the multiple linear regression test using SPSS Version 26 tools. The sample in this study was 73 respondents. The results of this research show that the variables of service quality and customer satisfaction simultaneously have a significant effect on customer loyalty at PT Inti Cakrawala Citra. The service quality variable partially has a significant effect on customer loyalty at PT Inti Cakrawala Citra. The consumer satisfaction variable partially has a significant effect on customer loyalty at PT Inti Cakrawala Citra.

Keywords: Customer Loyalty, Customer Satisfaction, Marketing Management, Service Quality

ABSTRAK

Penelitian bertujuan untuk mengetahui kualitas pelayanan dan kepuasan konsumen secara simultan maupun parsial berpengaruh signifikan terhadap Loyalitas Pelanggan Pada PT Inti Cakrawala Citra. Jenis penelitian yang digunakan adalah pendekatan kuantitatif. Data dikumpulkan menggunakan metode kuesioner, wawancara dan observasi. Teknik analisis data yang digunakan yaitu uji regresi linear berganda dengan alat bantu SPSS Versi 26. Sampel dalam penelitian ini yaitu sebanyak 73 orang. Hasil penelitian ini menunjukkan bahwa variabel kualitas pelayanan dan kepuasan konsumen secara simultan berpengaruh signifikan terhadap loyalitas pelanggan pada PT Inti Cakrawala Citra. Variabel kualitas pelayanan secara parsial berpengaruh signifikan terhadap loyalitas pelanggan pada PT Inti Cakrawala Citra. Variabel kepuasan konsumen secara parsial berpengaruh signifikan terhadap loyalitas pelanggan pada PT Inti Cakrawala Citra.

Kata kunci: Loyalitas Pelanggan, Kepuasan Pelanggan, Manajemen Pemasaran, Kualitas Layanan

INTRODUCTION

The level of competition between companies is getting higher and tighter, this situation causes companies in general to try to maintain their survival. The requirement that must be met by a company to be successful in competition is to try to achieve the goal of

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 12 No. 6, 2024
pp. 2759-2770
IBI Kesatuan
ISSN 2337 – 7860
E-ISSN 2721 – 169X
DOI: 10.37641/jimkes.v12i6.3221

creating and retaining customers (Tjiptono, 2008). The significance of customer loyalty is closely related to the continuity of the company and the strong growth of the company in the future, therefore maintaining existing customers is more important than aggressive strategies such as expanding market size by attracting potential customers (Sujana & Yusni, 2024). To gain customer loyalty, companies need to implement the right marketing strategy to influence customer loyalty. The increasingly tight competition will make business actors more enthusiastic in providing services to customers, aiming to provide satisfaction to customers and be able to be competitive compared to competitors. Service quality is the main point, the importance of service quality provided to the maximum will of course affect a customer's loyalty. According to Kotler et al. (2014), service quality is the best guarantee of customer loyalty, the company's strongest defense in facing competition, and the only way to maintain growth and income. The second point to gain customer loyalty is customer satisfaction. According to Tjiptono (2019), customer satisfaction is the level of a person's feelings after comparing the performance or results they feel compared to their expectations. Meanwhile, according to Pandiangan and Nisa (2024), customer satisfaction is an emotional assessment of consumers after they use a product, where the expectations and needs of the consumers who use it are met. After the quality of service and customer satisfaction are met, customer loyalty will be achieved, especially at PT. Inti Cakrawala Citra. PT. Inti Cakrawala Citra is a company from Indomaret Group which is national scale and engaged in retail with the Indogrosir trademark. Indogrosir is a network of wholesale centers with a distribution format for traditional and modern retail traders.

Based on the results of the researcher's observations of several employees at PT. Inti Cakrawala Citra, namely since the establishment of Indogrosir, there have been quite a few problems faced, such as the increasing number of businesses that are present as competitors, making PT. Inti Cakrawala Citra has to be extra in providing quality service and customer satisfaction to maintain the stability of its business to gain customer loyalty. By studying customer needs, PT. Inti Cakrawala Citra must understand precisely the needs and desires of its customers so that it can help the company satisfy consumers. The problems that often occur at PT. Inti Cakrawala Citra is the lack of stock of mineral water, granulated sugar, and cooking oil when sales increase, causing disappointment for consumers who do not get the products they want to buy. Therefore, the importance of quality service and customer satisfaction to gain customer loyalty.

This study is a reference from several previous researchers, namely research conducted by Ferre et al. (2023) the results of the study showed that product quality partially has a significant positive effect on customer loyalty. Service quality partially has a positive but insignificant effect on customer loyalty. Customer satisfaction partially has a significant positive effect on customer loyalty and based on simultaneous testing it was found that product quality, service quality, and customer satisfaction simultaneously have a significant effect on customer loyalty Indihome PT. Telkom Akses Kotamobagu. Furthermore, Sigar et al. (2023) The results of the study that Partially Service Quality has a positive and significant effect on Consumer Loyalty at the Gojek Manado Transportation Company. Partially Consumer Satisfaction has a positive and significant effect on Consumer Loyalty at the Gojek Manado Transportation Company. And simultaneously Service Quality and Consumer Satisfaction have a positive and significant effect on Consumer Loyalty at the Gojek Manado Transportation Company.

LITERATURE REVIEW

Marketing Management

Management is a very important thing not only in the business world but in everyday life. Many experts have put forward the definition of management, and although they have differences in terms of emphasis, they are almost the same between one and another. According to Ramdan & Sufyani (2019) management is a science that studies the management of organizational resources effectively and efficiently to achieve goals through the process of planning, organizing, directing, and supervising. According to

Kristiawan et al. (2017), management is the science and art of organizing, controlling, communicating, and utilizing all resources in an organization by utilizing management functions so that the organization can achieve its goals effectively and efficiently. From the several definitions above, it can be concluded that marketing management is an art and science for selecting target markets and obtaining and maintaining them and is designed to satisfy the desires of the target market.

Service Quality

Quality is a dynamic condition that affects products, services, people, processes, and environments that meet or exceed expectations. So the definition of service quality is interpreted as an effort to fulfill customer needs and desires and the accuracy of delivery in balancing customer expectations (Tjiptono, 2008). According to Kotler et al. (2010), the definition of service is any action or activity that can be offered by one party to another, which is basically intangible and does not result in any ownership. Its production may or may not be linked to a physical product.

Customer Satisfaction

According to Kotler & Gertner (2007), customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceived performance with expected performance. Tjiptono (2008) defines customer satisfaction as a customer response to the perceived discrepancy between previous expectations and the actual performance of the product felt after use. Customer satisfaction is determined by the various types of services obtained by customers during the use of several stages of the service. Dissatisfaction obtained at the initial stage of service creates a perception of poor service quality for the next stage.

Customer Loyalty

According to Zulfikar (2008), consumer loyalty is a firmly held commitment to repurchase or patronize a preferred product service consistently in the future, regardless of situational influences and marketing efforts that create the potential to cause switching behavior. Meanwhile, Afiftama and Nasir (2024) define customer loyalty as the strength of the relationship between an individual's relative attitude towards a unit (brand, service, store, or supplier) and repeat purchases. Ishaq (2014) said that loyalty is a process, at the end of the process, satisfaction affects perceived quality, which can have an impact on loyalty and intention for certain behaviors from a customer. According to Faradila and Siagian (2024), customer loyalty is a commitment that is firmly held by customers to buy or prioritize a product in the form of goods or services consistently, this causes repeat purchases on the same brand, even though the customer gets situational or marketing influences from competitors to replace other brands.

Meanwhile, according to Dharma (2017), customer loyalty is when a consumer is said to be loyal if the consumer shows regular purchasing behavior or if there is a condition that requires consumers to buy at least twice in a certain time interval. Another definition of Tjiptono (2020) customer loyalty is a repeat purchase solely concerning the purchase of the same particular brand repeatedly.

Research Hypothesis

The hypotheses in this study are as follows:

H1: Service Quality and Consumer Satisfaction simultaneously have a positive and significant effect on Consumer Loyalty at PT Inti Cakrawala Citra.

H2: Service Quality partially has a positive and significant effect on Consumer Loyalty at PT Inti Cakrawala Citra.

H3: Consumer Satisfaction has a partial positive and significant effect on Consumer Loyalty at PT Inti Cakrawala Citra.

METHODS

Research Design

This study uses a quantitative approach, which is a method used to answer research problems related to data in the form of numbers and statistical programs. According to Sugiyono (2017), quantitative research methods are research methods based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing the established hypothesis.

Population and Sample

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2017). In this study, the population in question is employees of PT Inti Cakrawala Citra, which is 269 employees. According to Husein (2015), Sample is a part of the population that has certain characteristics. The sample in this study was part of the employees of PT Inti Cakrawala Citra. While the sampling method used the Slovin method. So the sample in this study was 73 employees.

Data collection technique

The data collection methods used in this study include questionnaires, interviews, and observations. The questionnaire consisted of a list of questions distributed to PT. Inti Cakrawala Citra employees via a link associated with their employee numbers. Interviews were conducted directly with the employees, based on the same set of questions used in the questionnaire. Additionally, researchers carried out direct field observations to gather factual data and better understand the conditions within the company.

Data analysis techniques

Validity Test

A validity test is used to determine whether an instrument is valid or not in a questionnaire. A measuring instrument is said to be valid if it can answer accurately about the variables being measured. A questionnaire is said to be valid if the questions in the questionnaire can reveal something that will be measured by the questionnaire (Ghozali, 2006). A questionnaire is said to be valid if the person correlation value is > 0.30 . The calculation of this validity test uses the help of the Statistical Package for the Social Science (SPSS). And Microsoft Office Excel. The validity test is carried out by item analysis, where each value obtained for each item is correlated with the total value of all items of a variable.

Reliability Test

Reliability testing is carried out to show the consistency of a measuring instrument in measuring the same subject, if the measurement results show relatively the same results for the same subject several times then the measuring instrument can be said to be reliable. A measuring instrument can be said to be reliable if it shows a Cronbach alpha value greater than 0.60 according to Ghozali (2006). The statistical technique used for this test is the Cronbach's alpha coefficient with the help of SPSS software. A measuring instrument can be said to be reliable if it shows a Cronbach Alpha value greater than 0.60.

Multiple Linear Regression Analysis

To determine the influence of independent variables on the dependent variable, the following simple linear regression analysis formula is used:

$$Y = a + b_1X_1 + e$$

Information :

Y: Dependent Variable

a: Constant, is a related value which in this case is Y When the independent variable is 0

b1: Regression coefficient
 X1: Independent Variable
 e: Error

In this study, to determine the influence of independent variables on dependent variables, data analysis was carried out, and a multiple linear regression statistical model. The multiple regression statistical model is a model used to obtain an equation that shows the influence of independent variables on dependent variables. The regression equation model used to test the hypothesis of Sugiyono (2017) is:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information :

Y: Consumer Loyalty

a: Constant, is a related value which in this case is Y When the independent variable is 0

b1, b2 : Regression coefficient

X1: Quality of Service

X2: Consumer Satisfaction

e: Error

This tool is used to predict the direction of the relationship between independent and dependent variables, whether each independent variable in this study has a positive or negative relationship with the dependent variable.

Hypothesis Testing

The hypothesis that will be tested and proven in this research is related to the presence or absence of the influence of independent variables whose truth needs to be tested in a study. Sugiyono's (2017) Hypothesis is a temporary answer to the formulation of research problems, where the formulation of research problems has been stated in the form of a question sentence. It is said to be temporary, because the answer given is only based on relevant theories, not yet based on empirical facts obtained through data collection.

RESULTS

Validity Test

Validity test is used to determine whether an instrument is valid or not in a questionnaire. A measuring instrument is said to be valid if it can answer accurately about the variables being measured. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire (Ghozali, 2006). A questionnaire is said to be valid if the person correlation value is > 0.30.

Table 1. Validity Test Results

Service Quality (X1)			
Statement Items	Correlation Coefficient	Sig.	Caption
X1.1	0.796	0,000	Valid
X1.2	0.829	0,000	Valid
X1.3	0.858	0,000	Valid
X1.4	0.798	0,000	Valid
X1.5	0.785	0,000	Valid
X1.6	0.787	0,000	Valid
X1.7	0.783	0,000	Valid
X1.8	0.825	0,000	Valid
X1.9	0.784	0,000	Valid
X1.10	0.751	0,000	Valid
X1.11	0.745	0,000	Valid
X1.12	0.698	0,000	Valid
X1.13	0.756	0,000	Valid
X1.14	0.723	0,000	Valid
X1.15	0.659	0,000	Valid
Consumer Satisfaction (X2)			

Statement Items	Correlation Coefficient	Sig.	Note
X2.1	0.737	0,000	Valid
X2.2	0.652	0,000	Valid
X2.3	0.788	0,000	Valid
X2.4	0.798	0,000	Valid
X2.5	0.745	0,000	Valid
X2.6	0.728	0,000	Valid
X2.7	0.711	0,000	Valid
X2.8	0.770	0,000	Valid
X2.9	0.742	0,000	Valid
X2.10	0.793	0,000	Valid
X2.11	0.761	0,000	Valid
X2.12	0.770	0,000	Valid
X2.13	0.756	0,000	Valid
X2.14	0.780	0,000	Valid
X2.15	0.716	0,000	Valid
Customer Loyalty (Y)			
Statement Items	Correlation Coefficient	Sig.	Caption
Y1.1	0.719	0,000	Valid
Y1.2	0.744	0,000	Valid
Y1.3	0.779	0,000	Valid
Y1.4	0.727	0,000	Valid
Y1.5	0.815	0,000	Valid
Y1.6	0.782	0,000	Valid
Y1.7	0.811	0,000	Valid
Customer Loyalty (Y)			
Statement Items	Correlation Coefficient	Sig.	Caption
Y1.8	0.717	0,000	Valid
Y1.9	0.761	0,000	Valid
Y1.10	0.778	0,000	Valid
Y1.11	0.696	0,000	Valid
Y1.12	0.424	0,000	Valid

Based on table 1 above, shows that the statements in the questionnaire are valid. This decision was taken because the person correlation value was > 0.30 with a significant level of < 0.05 . So it can be concluded that all statement items used as instruments in this study are valid or it can be said that the questionnaire used is worthy of being used as an instrument to measure each variable.

Reliability Test

Reliability testing is carried out with the aim of showing the consistency of a measuring instrument in measuring the same subject, if the measurement results show relatively the same results for the same subject several times then the measuring instrument can be said to be reliable. A measuring instrument can be said to be reliable if it shows a Cronbach alpha value greater than 0.60 according to Ghazali (2006).

Table 2. Reliability Test Results

Research variables	Cronbach's Alpha	Information
Service Quality (X1)	0.952	Reliable
Consumer Satisfaction (X2)	0.944	Reliable
Customer Loyalty (Y)	0.920	Reliable

Based on table 2, shows that the statements in the questionnaire are reliable. This decision was taken because all variables have a Cronbach's alpha value > 0.60 . So these variables are suitable for use as a measuring instrument for the questionnaire instrument in this study.

Multiple Linear Analysis

Linear regression calculation using IBM software SPSS (Statistical Package for the Social Sciences) version 26. The use of the software is intended to obtain analysis results using multiple linear regression. The calculation results can be seen in the table below:

Table 3. Multiple Regression Analysis Test Results

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	4.845	2,531	
	Quality of Service	.423	.119	.531
	Customer Satisfaction	.291	.126	.345

a. Dependent Variable: Consumer Loyalty

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 4.845 + 0.423 + 0.291 + 2.531$$

Based on the results of the multiple linear regression calculations obtained, what is read is the value in the Regression coefficient column (b). So from the table above we can get:

The constant value of 4.485 indicates that if the variables of service quality (X1) and consumer satisfaction (X2) are assumed to be constant or equal to zero, the dependent variable of consumer loyalty will still experience a significant increase. The coefficient of X1 (0.423) suggests that an increase in service quality, assuming consumer satisfaction and the constant are zero, will lead to an increase in consumer loyalty, showing a positive contribution of service quality to loyalty. Similarly, the X2 coefficient (0.291) indicates that an increase in consumer satisfaction, assuming service quality and the constant are zero, will also result in increased consumer loyalty. These results show that both service quality and consumer satisfaction have a positive and significant influence on consumer loyalty at PT. Inti Cakrawala Citra.

Hypothesis Testing

F-Test (Simultaneous)

According to Nuryadi et al. (2017), the F test is used to determine the level of significance of the simultaneous influence of independent variables on the dependent variable. The decision-making criteria in the F test are based on the significance value, where if the significance value is greater than 0.05, the hypothesis is rejected, indicating that the independent variables do not have a significant effect on the dependent variable. Conversely, if the significance value is less than 0.05, the hypothesis is accepted, meaning the independent variables significantly influence the dependent variable.

The results of the simultaneous test in this study can be seen in the following table.

Table 4. F-Test (Simultaneous)

ANOVA					
Model		Sum of Squares	df	Mean Square	F
1	Regression	4468.101	2	2234.050	97,279
	Residual	1607.570	70	22,965	
	Total	6075.671	72		

a. Dependent Variable: Consumer Loyalty

b. Predictors: (Constant), Consumer Satisfaction, Service Quality

Based on table 4, it can be seen that the sig. value is 0.000. Because the sig. value is $0.000 < 0.05$, then according to the basis for decision making in the F test, it can be concluded that the hypothesis is accepted or in other words, service quality and consumer satisfaction simultaneously have a positive and significant effect on consumer loyalty at PT. Inti Cakrawala Citra.

t-Test (Partial)

According to Nuryadi et al. (2017), the t-test is used to determine the significant relationship between variables X and Y, specifically to assess whether variable X has a partial or separate effect on variable Y. The basis for decision making in the t-test is based on the significance value: if the significance value is greater than 0.05, the hypothesis is rejected, indicating that the independent variable does not have a significant effect on the dependent variable; however, if the significance value is less than 0.05, the hypothesis is accepted, meaning the independent variable significantly influences the dependent variable.

The results of the partial test in this study can be seen in the following table:

Table 5. t-Test (Partial)

Coefficients^a		
Model	t	Sig.
1 (Constant)	1.915	.060
Quality of Service	3.555	.001
Customer Satisfaction	2.311	.024
a. Dependent Variable: Consumer Loyalty		

Based on the results of the t-test in Table 5, it can be interpreted that the Service Quality variable has a significant effect on Consumer Loyalty, as indicated by a significance value of $0.001 < 0.05$, which means the proposed hypothesis is accepted and Service Quality is proven to significantly influence Consumer Loyalty. Likewise, the Customer Satisfaction variable also has a significant effect on Consumer Loyalty, with a significance value of $0.024 < 0.05$, so the hypothesis is accepted. Therefore, both Service Quality and Customer Satisfaction are variables that significantly affect Consumer Loyalty.

Coefficient of Determination Test (R²)

The determination coefficient (R²) aims to determine how much the independent variable can explain the dependent variable. In the SPSS output, the determination coefficient is located in the Model Summary table and is written as adjusted R square. The results of the determination coefficient test in this study can be seen in the following table:

Table 6. Determination Coefficient Test

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.858a	.735	.728	4.79221
a. Predictors: (Constant), Customer Satisfaction, Service Quality				
b. Dependent Variable: Consumer Loyalty				

Based on table 6, the coefficient of determination (R²) value is 0.669, which means that 73.5% of the contribution of the service quality and customer satisfaction variables to consumer loyalty is obtained, while the remaining 26.5% is influenced by other factors that are not included in this research model.

DISCUSSION

The Influence of Service Quality and Customer Satisfaction on Consumer Loyalty

Consumer loyalty felt by respondents is in the fairly good category as indicated by the average score for consumer loyalty assessment. This shows that respondents feel that consumer loyalty to PT Inti Cakrawala Citra is quite good. Based on the results of research conducted by researchers, the variables of Service Quality and Customer Satisfaction simultaneously have a significant effect on Consumer Loyalty. The hypothesis is accepted because it is significant. So it can be assumed that the influence of Service Quality and Customer Satisfaction simultaneously has a significant effect on Consumer Loyalty.

The theory expressed by Tjiptono (2008:51) supports this research that quality is a dynamic condition that influences products, services, people, processes and environments that meet or exceed expectations. So the definition of service quality is interpreted as an effort to fulfill customer needs and desires and the accuracy of delivery in balancing customer expectations. According to Zulfikar (2008:66) consumer loyalty is a commitment that is firmly held to repurchase or repatronize preferred product services consistently in the future, regardless of situational influences and marketing efforts that create the potential to cause switching behavior. Meanwhile, according to Darpito et al. (2023) define customer loyalty as the strength of the relationship between an individual's relative attitude towards a unit (brand, service, store, or supplier) and repeat purchases. Ishaq (2014) said that loyalty is a process, at the end of the process, satisfaction affects perceived quality, which can have an impact on loyalty and intention for certain behaviors of a customer. According to Rahayu and Ruswanti (2024) customer loyalty is a commitment held tightly by customers to buy or prioritize a product in the form of goods or services consistently, this causes repeat purchases of the same brand, even though the customer gets situational or marketing influences from competitors to replace other brands. Meanwhile, according to Dharma (2017:351) customer loyalty is a consumer who is said to be loyal if the consumer shows regular purchasing behavior or there is a condition that requires consumers to buy at least twice within a certain time interval. Another definition from Tjiptono (2020) customer loyalty is repeat purchases solely concerning the purchase of the same particular brand repeatedly.

The results of this study are in line with research conducted by Ferre et al. (2023) whose research results show that product quality, service quality and customer satisfaction simultaneously have a significant effect on customer loyalty of Indihome PT. Telkom Akses Kotamobagu. Furthermore, Mekel (2022) whose research results show that simultaneously Service Quality and Consumer Satisfaction have a positive and significant effect on Consumer Loyalty at the Gojek Manado Transportation Company.

The Influence of Service Quality on Consumer Loyalty

The quality of service perceived by respondents is in the fairly good category, as indicated by the average score for the assessment of service quality. This shows that respondents feel that the quality of service at PT Inti Cakrawala Citra is quite good.

Based on the results of research conducted by researchers, the variable of Service Quality partially has a significant effect on Consumer Loyalty. The hypothesis is accepted because it is significant. So it can be assumed that the influence of service quality partially has a significant effect on consumer loyalty.

The theory expressed by Arianto (2018:83) supports this study that service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Service quality applies to all types of services provided by the company when the client is in the company. According to Kotler and Armstrong (2016:143) quality is the completeness of the features of a product or service that can provide satisfaction for a need. According to Kasmir (2017:47) service quality is defined as the actions or deeds of a person or organization aimed at providing satisfaction to customers or employees. Meanwhile, according to Mulyapradana & Lazulfa (2018:16) service quality is an important component that must be considered in providing excellent service quality. Service quality is a central point for the company because it affects customer satisfaction and customer satisfaction will arise if the quality of service provided is good.

The results of this study are in line with research conducted by Pratama (2024) whose research results show that Service Quality has a positive and significant effect on Customer Loyalty. Furthermore, Dewi et al. (2023) whose research results show that Service Quality has a positive and significant effect on Guest Loyalty at Courtyard by Marriott Bali Seminyak Resort.

The Influence of Consumer Satisfaction on Consumer Loyalty

Consumer satisfaction felt by respondents is in the fairly good category as indicated by the average score for the consumer satisfaction variable. This shows that respondents feel that consumer satisfaction at PT Inti Cakrawala Citra is quite good. Based on the results of research conducted by researchers, the variable of consumer satisfaction partially has a significant effect on consumer loyalty. The hypothesis is accepted because it is significant. So it can be assumed that the influence of consumer satisfaction partially has a significant effect on consumer loyalty.

The theory expressed by Kotler & Gertner (2007) supports this study stating that customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) that are thought to the expected performance. According to Tjiptono (2008:24) supporting this study that customer satisfaction is a customer response to the perceived discrepancy between previous expectations and the actual performance of the product that is felt after use. Customer satisfaction is determined by the various types of services obtained by customers during the use of several stages of the service. Dissatisfaction obtained at the initial stage of service creates a perception of poor service quality for the next stage.

The results of this study are in line with research conducted by Agiesta et al. (2021) whose research results show that customer satisfaction partially has a major influence on customer loyalty. Furthermore, Desri et al. (2024) whose research results show that customer satisfaction has a positive and significant influence on customer loyalty in JNE Kota Payakumbuh.

Research Limitations

In this study, the researcher limited the problem so that it was not too broad and caused perceptions so that the problem in this study was limited to service quality indicators according to Tjiptono (2008), namely: reliability, responsiveness, assurance, empathy and tangible objects. Indicators of consumer satisfaction according to Tjiptono (2019) are overall customer satisfaction, dimensions of customer satisfaction, confirmation of expectations, repurchase intentions and willingness to recommend. Indicators of customer loyalty according to Tjiptono (2008) are reliability, responsiveness, assurance, empathy and tangible objects.

CONCLUSION

Based on the results of the research and discussion on service quality and consumer satisfaction toward customer loyalty at PT Inti Cakrawala Citra, it can be concluded that the variables of service quality and customer satisfaction simultaneously have a significant effect on customer loyalty, meaning that improvements in both variables will lead to increased customer loyalty. Partially, the service quality variable also has a significant effect on customer loyalty, indicating that better service quality alone can enhance loyalty. Likewise, consumer satisfaction partially influences customer loyalty, meaning that higher consumer satisfaction will also contribute to greater customer loyalty at PT Inti Cakrawala Citra.

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