

Influence of Service Quality and Customer Satisfaction Analysis on Consumer Loyalty

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Abstract

The purpose of this research is to analyze the effect of service quality and customer satisfaction on customer loyalty in one of the companies engaged in the hospitality services sector in the city of Yogyakarta. The type of research used in this study uses a quantitative associative research method, namely, the research conducted aims to determine the influence or relationship between the independent variables on the dependent variable. The data source used in this study uses primary data obtained through observation and the results of questionnaire answers that have been filled out by consumers who have stayed at one of the hotels in the city of Yogyakarta with the population used in this study, namely guests who have visited and stayed with the number of samples used by 100 people. Data analysis in this study used SPSS software by conducting hypothesis testing consisting of a coefficient of determination test (R-square) and a partial t test. Based on the results of the data analysis that has been carried out in the first hypothesis (H₁), which states that service quality has a positive and significant effect on consumer loyalty, the t-count value of 6,915 is greater than the t-table value, which is 1,661, testing the second hypothesis (H₂), which states that customer satisfaction has a positive and significant effect on consumer loyalty, the t-count value of 6,642 is greater than the t-table value, which is 1,661. which means that service quality and customer satisfaction have a positive and significant effect on consumer loyalty, while the R-square value obtained is 0.655, which states that the variables of service quality and customer satisfaction affect consumer loyalty by 65.50%, and the remaining 34.50% is influenced by other variables.

Keywords: service quality, customer satisfaction, customer loyalty

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1. Introduction

Business growth in the era of globalization has developed very rapidly (Arrosadi et al., 2022) thereby providing a significant impact on business competition, where the market will be more widely open, but competition in the sale of goods or services produced by each company will be more stringent (Maskur et al., 2016). With this high level of competition, every business person will try their best to gain market share, which is always growing (Putri et al., 2021) so that every business person is required to be able to meet consumer expectations of an item or service (Sucihati and Suhartini, 2022) and must be sensitive to all changes (Putera and Wahyono, 2018) and must be able to understand the needs and desires of consumers in order to maintain the continuity of its business unit (Aprileny and Jayanti, 2019).

Every company must be able to create a sustainable competitive advantage in order to compete with competitors selling similar products (Jeany, 2020). To get a competitive advantage, every company must be able to meet the needs and desires of consumers (Madjowa et al., 2023) by providing the best quality service to consumers (Rabiula et al., 2019). Service quality is a comparison between perceived service and what is expected by customers, which is formed

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through organized service, and is a total assessment of the superiority of a product or service compared to competitors in meeting consumer needs and expectations (Rofiah and Dwi, 2017) derived from consumer perceptions (Putri and Hardi, 2017).

Good and consistent service quality (Saselah et al., 2019) will generate a positive image for the company (Febrianto and Ramayani, 2021), can increase profits for the company (Sabir, 2014) as well as being able to win and survive in increasingly fierce business competition (Insani and Madiawati, 2020; Putra et al., 2021). Improving the quality of service to consumers is an important indicator of improving marketing performance in a company (Saripudin et al., 2021) because it will have an impact on the level of consumer assessment of the goods or services used in meeting the needs and expectations of consumers (Nyonyie et al., 2019) and become a benchmark for consumer repurchase interest (Santoso, 2019) and will have an impact on the level of consumer satisfaction with a product or service (Damaiyanti et al., 2023).

Consumer satisfaction is the consumer's experience of the goods or services offered by each company (Istiyawari et al., 2021). Satisfaction felt by consumers is the result of an evaluation after comparing what is felt with what is expected of an item or service in meeting consumer needs (Yamit, 2013) which has been compared with its competitors (Nalendra, 2018). Consumer satisfaction will have a positive impact on businesspeople (Kurniawan, 2019) which will encourage the creation of consumer loyalty to a product or service (Sasongko, 2021) because consumer loyalty will be formed when consumers are satisfied with the goods or services they receive (Nuraeni et al., 2020; Qomariah, 2016).

Consumer loyalty is a central concept in the marketing process in today's increasingly fierce business competition (Sofiati et al., 2018; Annas et al., 2019) because of the loyalty of consumers, the company will form long-term relationships with them (Hermawan et al., 2020) thus, the company will be able to face competitive business competition well (Utilasari, 2017). Loyal customers can be a high-value asset for the company (Aramita et al., 2018) and can develop business units (Premayani and Yoga, 2019) because, in general, loyal consumers will give priority to purchasing certain goods or services (Susnita, 2020) and will make a chance purchase (Santoso et al., 2023) although there are many alternative choices of competing products (Setyo, 2017).

Consumer loyalty to an item or service can reduce company expenses to acquire new customers (Zameer et al., 2019) so that it will increase profit for the company without the need to increase promotion costs (Tsalatsa and Tri, 2021).

One of the companies engaged in the hotel services sector in the city of Yogyakarta is experiencing problems with the level of guest visits to the hotel. Based on statistical data on hotel visitors from January 2022 to January 2023, there were no hotel guests returning to the hotel, which indicates that there is still no loyalty to consumers who use the hotel's services. In this study, an analysis will be carried out to analyze the effect of service quality and customer satisfaction on customer loyalty in a hotel in the city of Yogyakarta.

This research was conducted with the aim of knowing whether the quality of hotel services and the satisfaction of consumers using the hotel's services can increase customer loyalty so that hotel management can set service quality standards for each customer who uses the hotel's services, which will result in customer satisfaction.

2. Literature Review

2.1 Service Quality

Service quality can be interpreted as an effort to fulfill consumer needs and desires as well as accuracy in delivery in meeting consumer expectations (Tjiptono, 2014) thus creating satisfaction for consumers (Wono et al., 2020) which is based on three main conceptual foundations: service quality is more difficult to evaluate by consumers compared to product quality; perceptions of service quality are the result of comparisons between consumer expectations and actual service performance; and evaluation of service quality is not only carried out on service results but also includes evaluation of the service delivery process (Putri and Hardi, 2017).

Service quality is reviewed from the consumer's point of view (Finnora and Ismail, 2017) and is influenced by two main variables: expectations, namely whether the quality of goods or services provided is the same as what consumers expect, and performance, namely whether service performance is felt by consumers to provide satisfaction (Rinaldy et al., 2017).

According to (Mutmainnah, 2017) There are five dimensions that have been developed to conduct an assessment of service quality: tangibility, namely the tangible form of service received by consumers; reliability, namely the provision of services by related service providers; responsiveness, namely the readiness of employees to help consumers when experiencing difficulties; assurance, namely service guarantees provided to consumers; and empathy, namely concern for consumers as service users.

Based on the results of research that has been conducted by (Sucihati and Suhartini, 2022) states that service quality has a positive and significant effect on consumer loyalty, the same thing was also stated by (Istiyawari et al., 2021) which states that service quality has a positive and significant effect on customer loyalty. Based on the results of some of these studies, the hypothesis in this study is:

Hypothesis 1: Service quality has a positive and significant effect on customer loyalty.

2.2 Consumer Satisfaction

Consumer satisfaction is the level of pleasure or disappointment felt by consumers after comparing the goods or services received with those expected to meet their needs (Zulkarnaen and Amin, 2018) as a form of consumer experience of a product or service (Schirmer et al., 2018) and one of the dominant factors that determine consumer satisfaction is the consumer's perception of the quality of goods or services (Lupiyoadi and Hamdani, 2013).

According to (Kaihatu et al., 2015) there are two types of satisfaction felt by consumers after making purchases of goods or services: functional satisfaction, which is the satisfaction felt when the goods purchased are in accordance with the functions expected by consumers in meeting consumer needs, and psychological satisfaction, which is the satisfaction felt by consumers when an attribute does not have a form or is intangible but can give a feeling of satisfaction to consumers.

There are four indicators that can be used to assess consumer satisfaction, namely service satisfaction is the satisfaction felt by consumers towards services when negotiating in seeking information and towards services at the beginning of the transaction, satisfaction with the suitability of quality for price is the satisfaction felt by consumers with the quality of goods or services received by consumers, which is correlated with price, after purchase satisfaction is the satisfaction felt by consumers with services after making a purchase of goods or services and marketing system satisfaction is consumer satisfaction with the marketing or advertising system (Tjiptono and Diana, 2015).

Based on the results of research that has been conducted by (Fakhri, 2022) states that consumer satisfaction has a positive and significant effect on consumer loyalty, the same thing was also stated by (Aleron and Nurhadi, 2022) which states that customer satisfaction has a positive and significant effect on consumer loyalty. Based on the results of some of these studies, the hypothesis in this study is:

Hypothesis 2: Consumer satisfaction has a positive and significant effect on customer loyalty.

3. Research Methods

3.1 Research Framework

The type of research used in this study uses a quantitative associative research method, namely, the research conducted aims to determine the effect or relationship between the independent variables on the dependent variable. The data source used in this study uses primary data obtained through observation and the results of questionnaire answers that have been filled in by consumers who have stayed at one of the hotels in the city of Yogyakarta.

The independent variables used in this study are service quality (X_1) and customer satisfaction (X_2), while the dependent variable in this study is consumer loyalty (Y), so by doing this research, it can be seen whether the factors of service quality and customer satisfaction can affect consumer loyalty, as for the basic framework of this research, it is as seen on Figure 1.

3.2 Population and Sample

The population is a collection of all elements consisting of products, people, or events that are used to draw some conclusions about the hypotheses taken (Herdalena, 2019). The population used in this study is made up of guests who have visited and stayed at a hotel in the city of Yogyakarta.

The sample is part of or representative of a number of populations that are used as objects in the research process to determine the truth of the hypothesis. The sample used in this study was 100 guests who had visited and stayed at a hotel in the city of Yogyakarta.

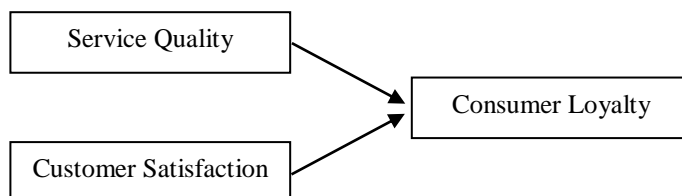


Figure 1. Research Framework

3.3 Instrument Test

3.3.1 Validity Test

The validity test is used to measure whether each statement used in the valid questionnaire is valid or not by correlating the statement item scores with the total score, if it is positive and the r-count value is greater than the r-table value, the statement item can be said to be valid (Priyanto, 2014).

3.3.2 Reliability Test

A reliability test is a way to measure the consistency of a research instrument and to find out how far the instrument can be trusted and relied upon in conducting research. The reliability test of a research instrument can be known from the results of the Cronbach's alpha (α) statistical test. A research instrument is said to be reliable if it produces a Cronbach's alpha (α) value greater than 0.60 (Siregar, 2013).

3.4 Classic Assumption Test

3.4.1 Heteroscedasticity Test

The heteroscedasticity test was carried out to find out whether, in a regression model, there is an inequality of variance in the residuals from one observation to another. In this study, the heteroscedasticity test used the scatter plot method, namely by looking at the scatter plot pattern of the regression plot. If the dots on the scatter plot spread in an irregular pattern above and below zero on the Y axis, then there is no heteroscedasticity problem (Riwukore et al., 2021).

3.5 Hypothesis Test

3.5.1 Coefficient of Determination Test (R^2)

The coefficient of determination test serves to determine the extent to which the entire independent variable can explain the dependent variable. The value of the coefficient of determination is expressed in percentages ranging from $0 < R^2 < 1$, if the R^2 value obtained is close to 1, it means that the ability of the independent variables to explain the dependent variable is very strong (Mulyani and Saputri, 2019).

3.5.2 t-Test

The t test is used to determine the effect of the independent variables on the dependent variable, partially by comparing the t-test with the t-table with a significance level of 0.05 (Sujarweni, 2015). If the t-count obtained has a value greater than the t-table and the significance value is less than 0.05, then reject H_0 and accept H_a , which means that the independent variable has a positive and significant effect on the dependent variable (Lussy, 2018).

4. Research Results

4.1 Instrument Test Results

4.1.1 Validity Test Results

The validity test is used to measure whether each statement used in the valid questionnaire is valid or not by correlating the statement item scores with the total score, if it is positive and the r-count value is greater than the r-table value, the statement item can be said to be valid (Priyanto, 2014).

Table 1. Validity Test Results

Variable	Inquiry Code	Corrected Item-Total Correlation	r Table	Information
Service Quality	X _{1.1}	0.645	0.196	Valid
	X _{1.2}	0.566	0.196	Valid
	X _{1.3}	0.808	0.196	Valid
	X _{1.4}	0.808	0.196	Valid
	X _{1.5}	0.676	0.196	Valid
Customer Satisfaction	X _{2.1}	0.807	0.196	Valid
	X _{2.2}	0.849	0.196	Valid
	X _{2.3}	0.647	0.196	Valid
	X _{2.4}	0.581	0.196	Valid
	X _{2.5}	0.788	0.196	Valid
Consumer Loyalty	Y _{1.1}	0.682	0.196	Valid
	Y _{1.2}	0.740	0.196	Valid
	Y _{1.3}	0.683	0.196	Valid
	Y _{1.4}	0.525	0.196	Valid
	Y _{1.5}	0.583	0.196	Valid

Based on Table 1, the results of the validity test for each variable were obtained, including the service quality variable with 5 statements, which had an r-count value between 0.566 and 0.808, which was greater than the r-table value, which was 0.196, the consumer satisfaction variable with 5 statements has an r-count value between 0.581 and 0.849, which is greater than the r-table value of 0.196, and the consumer loyalty variable with 5 statements has an r-count value between 0.525 and 0.740, which is greater than the r-table value of 0.196. So that all statement items on this research variable can be said to be valid because they have an r-count value greater than the r-table value, all statement items on this research variable can be used.

4.1.2 Reliability Test Results

A reliability test is a way to measure the consistency of a research instrument and to find out how far the instrument can be trusted and relied upon in conducting research. The reliability test of a research instrument can be known from the results of the Cronbach's alpha (α) statistical test. A research instrument is said to be reliable if it produces a Cronbach's alpha (α) value greater than 0.60 (Siregar, 2013).

Based on Table 2, the results of the reliability test for each variable were obtained, and the Cronbach's alpha (α) value was obtained for each variable, namely the service quality variable of 0.774, the consumer satisfaction variable of 0.794, and the consumer loyalty variable of 0.715. The Cronbach's alpha (α) value obtained from each research variable is greater than the comparative Cronbach's alpha (α) value, which is greater than 0.60, so that all variables used in this study have good measurement consistency.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Cronbach's Alpha standard	Decision
Service Quality	0.774	0.60	Reliable
Customer Satisfaction	0.794	0.60	Reliable
Consumer Loyalty	0.715	0.60	Reliable

4.2 Classic Assumption Test Results

4.2.1 Heteroscedasticity Test Results

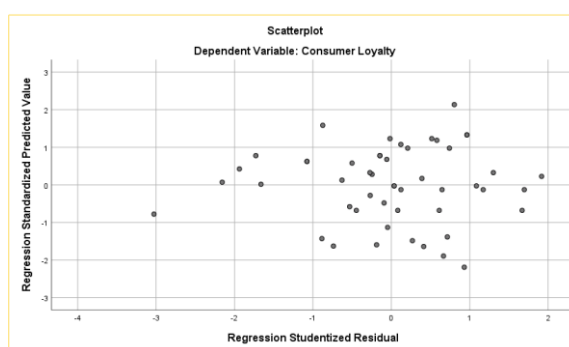


Figure 2. Heteroscedasticity Results

Based on Figure 2, shows that the points on the scatter plot graph spread randomly in an irregular pattern above and below zero on the Y axis. This shows that there is no heteroscedasticity in the regression model.

4.3 Hypothesis Test Results

4.3.1 Coefficient of Determination Test Results (R^2)

The value of the coefficient of determination (R^2) ranges from $0 < R^2 < 1$. A small value of R^2 means that the ability of the independent variable to explain the variation of the dependent variable is very limited. Conversely, if the value is close to 1, it means that the independent variable provides all the information needed to predict the dependent variable.

Table 3. Coefficient of Determination Test Results

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
1	0.809 ^a	0.655	0.641	0.093

Based on Table 3, the results of the coefficient of determination test (R^2) obtained an R-square value of 0.655 which means that the variability of the independent variable can explain the dependent variable of 65.50% or this value states that the variable service quality and customer satisfaction affect customer loyalty by 65.50% and the remaining 34.50% is influenced by other variables.

4.3.2 t-Test Results

Hypothesis testing with t test is used to determine which partial hypothesis is accepted. The first hypothesis (H_1) states that service quality has a positive and significant effect on consumer loyalty.

Table 4. The Results of the Hypothesis Test of Service Quality on the Consumer Loyalty.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.040	.352		1.717	.000
	Service Quality (X_1)	.802	.116	.706	6.915	.000

Based on Table. 4, it can be seen from the results of the first hypothesis test (H_1) that the t count value is 6.915, which is greater than the t table value, which is 1.661. Thus, the first hypothesis proposed can be accepted, namely, that service quality has a positive and significant effect on consumer loyalty. This is in accordance with the results of the coefficient of determination (R^2) test that has been carried out, where 65.50% customer loyalty is influenced by service quality and customer satisfaction.

The second hypothesis (H_2) states that customer satisfaction has a positive and significant effect on consumer loyalty.

Table 5. The Results of the Hypothesis Test of Customer Satisfaction on the Consumer Loyalty

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.151	.835		4.443	.000
	Customer Satisfaction (X_2)	.613	.092	.692	6.642	.000

Based on Table 5, it can be seen from the results of the second hypothesis test (H_2) that the t-count value is 6.642, which is greater than the t-table value, which is 1.661. Thus, the second hypothesis proposed can be accepted, namely, that customer satisfaction has a positive and significant effect on consumer loyalty. This is in accordance with the results of the coefficient of determination (R^2) test that has been carried out, where 65.50% customer loyalty is influenced by service quality and customer satisfaction.

5. Discussion

5.1 The Influence of Service Quality on Consumer Loyalty

Based on the results of the first hypothesis test (H_1), which states that service quality has a positive and significant effect on consumer loyalty, the t-count value is 6.915, which is greater than the t-table value, which is 1.661, and the significance value obtained is 0.000, which is smaller than the significance value of the determination, which is equal to 0.05, so that the first hypothesis (H_1) in this study can be accepted, which means that the better the quality of service received by consumers, the higher the level of consumer loyalty because service quality is a benchmark and index of consumer loyalty. Based on primary data obtained when conducting research through observation and the results of questionnaire answers that have been filled out by guests who have visited and stayed at a hotel in the city of Yogyakarta, it is stated that the quality of service provided by hotel employees can increase visitor loyalty to the hotel because of the quality of Service is a benchmark for consumer repurchase interest (Santoso, 2019) and will have an impact on the level of consumer satisfaction with a product or service (Damaiyanti et al., 2023). Therefore, every hotel employee must be able to provide a good and appropriate service system and also pay attention to and maintain relationships with customers because this can have a positive impact on the company. The results of this study are in line with the results of research that has been conducted by (Sucihati and Suhartini, 2022) which states that service quality has a positive and significant effect on consumer loyalty, the same thing was also stated by (Istiyawari et al., 2021) which states that service quality has a positive and significant effect on customer loyalty.

5.2 The Influence of Consumer Satisfaction on Consumer Loyalty

Based on the results of the second hypothesis test (H_2), which states that customer satisfaction has a positive and significant effect on consumer loyalty, the t-count value is 6.642, which is greater than the t-table value, which is 1.661, and the significance value obtained is 0.000, which is smaller than the significance value of the determination,

which is equal to 0.05, so that the second hypothesis (H_2) in this study can be accepted, which means that by paying attention to everything that can shape customer satisfaction, it will have a good impact on the company because consumers will be loyal to the services provided and will decide to make repeat purchases of services that have been used. Based on primary data obtained when conducting research through observation and the results of questionnaire answers that have been filled out by guests who have visited and stayed at one of the hotels in the city of Yogyakarta, it is stated that the satisfaction felt by consumers will encourage the creation of consumer loyalty towards a product or service (Sasongko, 2021) because consumer loyalty will be formed when consumers are satisfied with the goods or services they receive (Nuraeni et al., 2020; Qomariah, 2016). The results of this study are in line with the results of research that has been conducted by (Fakhri, 2022) which states that consumer satisfaction has a positive and significant effect on consumer loyalty, the same thing was also stated by (Aleron and Nurhadi, 2022) which states that customer satisfaction has a positive and significant effect on consumer loyalty.

6. Conclusion

The research that has been done aims to analyze the effect of service quality and customer satisfaction on customer loyalty. Based on the results of the research that has been done, the following conclusions can be drawn: based on the results of the data analysis that has been carried out in the first hypothesis (H_1), the t-count value of 6.915 is greater than the t-table value, which is 1.661, and in the second hypothesis (H_2), the t-count value is 6.642, which is greater than the t-table value, which is 1.661, which means that service quality and customer satisfaction have a positive and significant effect on consumer loyalty, the R-square value obtained is 0.655 which states that the variables of service quality and customer satisfaction affect consumer loyalty by 65.50% and the remaining 34.50% is influenced by other variables.

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