The Influence of Service Quality on Customer Satisfaction Mediated by Customer Loyalty (Study on Garnier Customers In Malang City)

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Abstract

The purpose of this study is to describe and examine the effect of customer perceptions of Garnier service quality on customer satisfaction mediated by customer loyalty. The data analysis technique used path analysis. The results of this study indicate that service quality and customer loyalty have a positive and significant effect on Garnier's customer satisfaction. The results of the analysis show that the customer's perception of the quality of Garnier can be seen in a good category. Garnier customer satisfaction is in the satisfied category. Garnier customer loyalty is in the loyal category. Service quality affects customer satisfaction, meaning that the better the quality of Garnier, the more customer satisfaction will increase. Customer satisfaction affects customer loyalty, meaning that with increasing customer satisfaction, customer loyalty will increase.

Keywords: service quality, customer loyalty, customer satisfaction.

Abstrak

Tujuan dari penelitian ini adalah untuk mendeskripsikan dan menguji pengaruh persepsi pelanggan terhadap kualitas layanan Garnier terhadap kepuasan pelanggan yang dimediasi oleh loyalitas pelanggan. Teknik analisis data yang digunakan adalah analisis jalur. Hasil penelitian ini menunjukkan bahwa kualitas layanan dan loyalitas pelanggan berpengaruh positif dan signifikan terhadap kepuasan pelanggan Garnier. Hasil analisis menunjukkan bahwa persepsi pelanggan terhadap kualitas Garnier dapat dilihat dalam kategori baik. Kepuasan pelanggan Garnier berada pada kategori puas. Loyalitas pelanggan Garnier termasuk dalam kategori loyal. Kualitas pelayanan berpengaruh terhadap kepuasan pelanggan, artinya semakin baik kualitas Garnier maka kepuasan pelanggan akan semakin meningkat. Kepuasan pelanggan mempengaruhi loyalitas pelanggan, artinya dengan meningkatnya kepuasan pelanggan maka loyalitas pelanggan akan meningkat.

Kata kunci: kualitas layanan, loyalitas pelanggan, kepuasan pelanggan

INTRODUCTION

The Indonesian cosmetic industry is experiencing very rapid develop. Consumer demand continues to increase so the opportunity in the Indonesian cosmetic market is very large. The impact of this situation has led to increasingly fierce business competition. This phenomenon describes a very high business competition. Companies recognize the importance of keeping existing customers and building long-term relationships or increasing customer loyalty. This becomes very important for cosmetic companies to make product brands dominant in the market so that they can satisfy consumers and form consumer loyalty. From the increasingly fierce competition, customer loyalty is necessary. Without customers, it will be difficult for companies to achieve success in the future, even experiencing setbackcompanys that survive the company's survival (Wiradarma and Atmosphere, 2019). Customer loyalty becomes the result of a purchase, as well as a behavioral intention in the future, and is propagated through a commitment to the company when in need of a product, and a promise to provide recommendations to others in ways such as saying positive information about the company (Saputri, 2019). A company needs customer loyalty to survive and be able to compete with other companies. Customer loyalty is the only reason that is very important to gain profits because it is directly related to the profits to be achieved by the company. By building customer loyalty, loyal customers not only advertise through word of mouth but are also more loyal to the company's products and services over the years. Customer loyalty is the company's potential to continuously win customers from other competitors. This is a continuous process, and does not end only with the satisfaction of customer needs but continues to build relationships with buyers in the long term (Rumondang and Pohan, 2020). But loyalty certainly doesn't just come, companies must develop strategies and must know the factors that influence customer loyalty.

Basically, every company that implements a service quality program will shape customer satisfaction. Consumers who are satisfied with the service are the basic capital for companies to build customer loyalty. Service quality plays an important role in a company because it will affect customer satisfaction thereby increasing loyalty. Consumers who are very loyal to the company will have a direct and positive impact on the development of the company in the short and long term. And the facts prove that customer satisfaction can mediate the relationship between service quality and customer loyalty. Customer satisfaction with the products and services provided is a very important factor in business that can affect customer loyalty. Therefore, in the process of forming satisfaction, companies need to improve the quality of their products so that consumers are satisfied with the product. When consumers are satisfied with a particular product, consumers will tend to be loyal to that product (Wati, D. W. R and Naning Fatmawatie, 2020).

Garnier as a product of PT Loreal Indonesia is a well-known women's beauty product and has a fairly wide market share in Indonesia. Garnier always provides consumers with the highest quality products. Garnier products are created to meet the different needs of consumers. Garnier is one of the beauty products that release a lot of skincare products. This product has become the main need of teenagers and adults, especially women, so that they can always keep their facial skin clean, at affordable prices, and easy to find in the nearest stores so that anyone can buy Garnier products. So far, Garnier continues to actively innovate to produce care products that suit consumers' wishes. Garnier is committed to providing superior and relevant products that can meet the needs and lifestyles of Indonesian consumers (Hasanah, 2019).

LITERATURE REVIEW

Service quality is the difference between customer expectations for the service received and reality. By comparing customer perceptions of the service they receive with the actual service they expect. Service quality is a measure of how well the level of service provided is able to match customer expectations (Kristanto, 2018). Service quality focuses on efforts to meet customer needs as well as on-time delivery to keep pace with customer expectations. There are also service dimensions, namely tangibles or direct evidence, reliability or reliability, responsiveness or capture, assurance or assurance, and empathy or empathy (Lestari, F.A.P 2018). In general, customer loyalty can be interpreted as a person's loyalty to a product, both certain goods, and services, which is indicated by repeated purchase behavior. Customer loyalty is a strong commitment to continue buying products or services and not be affected by changes that cause customer displacement (Rivai and Wahyudi, 2017). Consumer loyalty to a particular brand has strategic importance for the company, such as gaining higher market share and new customers, supporting the brand extension, reducing marketing costs, and increasing the brand to competitive threats. The indicators of customer loyalty are repeat purchases, the habit of consuming the brand, always starting the brand, still choosing the brand, choosing the brand, believing that the brand is the best, and finally recommending the brand to others (Rivai and Wahyudi, 2017).

Customer satisfaction is the level of perception after comparing the perceived performance or results with expectations. Therefore, the level of satisfaction is a function of the difference between perceived performance and expectations. Customer satisfaction is the comparison between the perceived product and the predicted product before buying or consuming the product. If the consumer's feelings exceed his expectations, the consumer will feel satisfied, otherwise, if the feeling is lower than his expectation, the consumer will feel dissatisfied. There are several indicators of customer satisfaction such as meeting customer expectations, always using products, recommending to others, service quality, loyalty, good reputation, and location (William, 2020). Based on a review of previous research and the literature review that has been described previously, the research framework in this study is that the service quality variable affects the customer loyalty variable and the customer satisfaction variable as a mediation. The framework of this research can be seen in Figure 1 below:

Figure 1. Conceptual Framework of Research
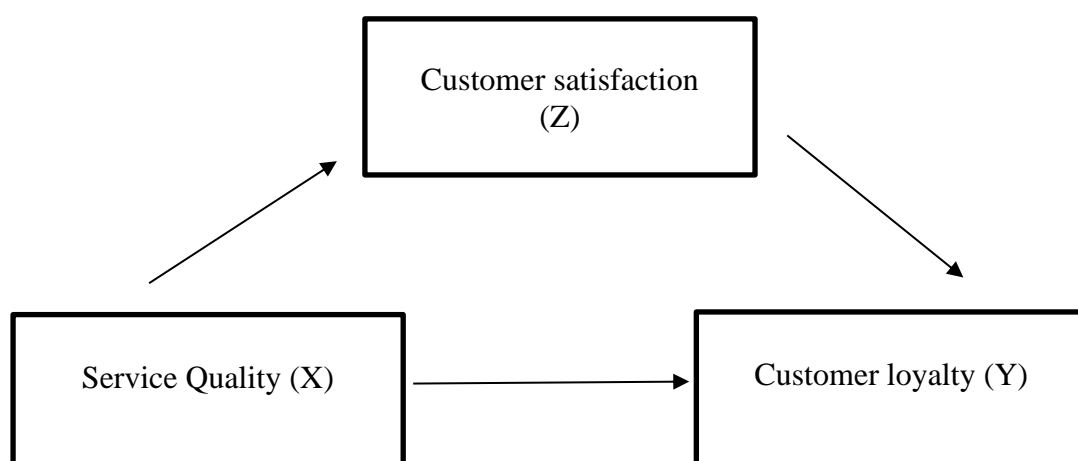
RESEARCH METHOD

The type of research that will be used in this research is explanatory research. Explanatory research is research that explains the position between the variables studied and the relationship between one variable and another through hypothesis testing that has been formulated. The population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then draw conclusions (Sugiyono, 2018). The population in this study are customers who use Garnier and live in Malang City. The sample is part of the number and characteristics possessed by the population. If the population is large, and it is impossible for the researcher to study everything in the population, for example, due to limited funds, manpower and time, the researcher can use samples taken from that population (Sugiyono, 2018). Meanwhile, the number of samples used in this study amounted to 100 respondents. The sample collection technique in this study is non-probability sampling, namely quota sampling. This study uses primary data sources. Primary data is data obtained from the field through interviews or interviews with resource persons as the object of writing (Tanzeh and Arikunto, 2004). The data collection technique in this study was using a questionnaire/questionnaire - a questionnaire containing questions related to research variables. In this study, the measurement scale used a Likert scale. The Likert scale uses several questions to measure individual behavior by responding to 5 choice points on each question item.

RESULT AND DISCUSSION

The following presents the results of the validity test of the service quality (X), customer satisfaction (Z), and customer loyalty (Y). The results of the validity test can be seen as follows:

Table 1. Validity Result

No	Question	r-count	r table	Desc.
	Service Quality			
1	Facilities used in serving modern customers	0.740	0.361	Valid
2	The communication media used in the service delivery process is good	0.623	0.361	Valid
3	Service reliability in dealing with problems	0.752	0.361	Valid
4	Always provide information to customers about services	0.865	0.361	Valid
5	Willingness to help customers	0.745	0.361	Valid
6	The company provides fast and responsive service.	0.729	0.361	Valid
7	The company is able to instill a sense of trust in customers	0.789	0.361	Valid
8	Have a good name in customers	0.745	0.361	Valid
9	The company can understand customer needs	0.661	0.361	Valid
10	Prioritizing the interests of customers	0.452	0.361	Valid
	Customer Satisfaction			
1	Conformity with what you get	0.926	0.361	Valid
2	Suitability of services provided	0.889	0.361	Valid
3	Satisfied with the service provided	0.808	0.361	Valid
	Customer Loyalty			
1	Have no desire to switch brands from Garnier	0.905	0.361	Valid
2	Always recommend Garnier products to others	0.902	0.361	Valid
3	I will always use Garnier as a cosmetic and grooming to make ends meet	0.878	0.361	Valid

The results of the validity test with the Pearson correlation to the service quality (X) questionnaire as many as 10 items, customer satisfaction (Z) as many as 3 items, and customer loyalty (Y) as many as 3 items obtained an r-value for each item that meets the requirements, namely > 0.361 so that the item is valid and can be continued. The following presents the results of the reliability test on service quality (X), customer satisfaction (Z), and customer loyalty (Y) questionnaires. The results of the reliability test can be seen as follows:

Table 2: Reliability Result

No	Variable	Cronbach Alpha	Batas Nilai	Ket.
1	Service Quality	0.888	0.600	Reliable
2	Customer Loyalty	0.860	0.600	Reliable
3	Customer Satisfaction	0.837	0.600	Reliable

Source: Own Primary Data (2022)

The results of the reliability test with cronbach alpha on the service quality (X) questionnaire with as many as 10 items, customer satisfaction (Z) with 3 items, and customer loyalty (Y) with 3 items obtained that the Cronbach Alpha value meets the requirements, namely > 0.600 so that the variables used are reliable. Based on the results of the normality test that has been carried out, it can be obtained as follows:

Table 3: Normality Results

|		Unstandardized Residual 1	Unstandardized Residual 2
N		100	100
Normal Parameters[a,b]	Mean	.0000000	.0000000
	Std. Deviation	.65514725	.64737696
Most Extreme Differences	Absolute	.067	.077
	Positive	.044	.058
	Negative	-.067	-.077
Kolmogorov-Smirnov Z		.666	.773
Asymp. Sig. (2-tailed)		.767	.588

Source: Own Primary Data (2022)

The results of the normality test show that the significance value for equation 1 is 0.767 and equation 2 is 0.588 so the significance value is more than 0.05 ($p > 0.05$), meaning that the residuals follow a normal distribution and the assumption of normality is met. The results of the linearity test obtained that the significance value of each independent variable was less than 0.05 ($p < 0.05$), meaning that the relationship between the independent variable and the dependent variable was linear and the assumption of linearity was met. Based on the results of the normality test, the results of calculations using SPSS are presented in the form of a table below:

Table 4. Result Heteroscedasticity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.514	.040		12.935	.000
	Quality of Service (X)	-.072	.040	-.180	-1.809	.073
a. Dependent Variable: Absolute Residual 1						
1	(Constant)	.506	.039		12.988	.000
	Quality of Service (X)	-.049	.060	-.122	-.814	.418
	Customer Satisfaction (Z)	-.064	.060	-.159	-1.067	.289

Source: Own Primary Data (2022)

The results of the heteroscedasticity test obtained that the significance value of each independent variable was more than 0.05 (p > 0.05), meaning that there was no heteroscedasticity problem in the model so the heteroscedasticity assumption was met. Based on the results of the data analysis that has been carried out, it can be obtained the path as shown in Figure 1 below:
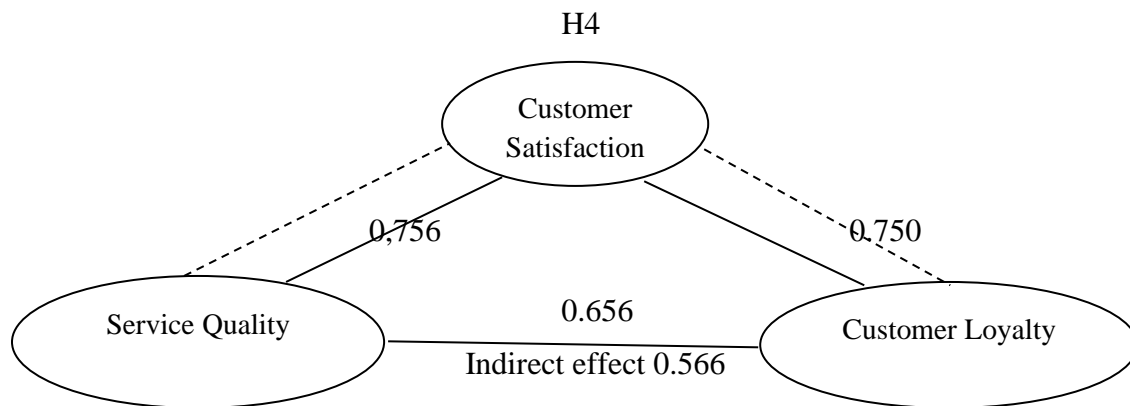
Figure 2: Path Analysis Result

The path coefficient of the indirect effect of service quality on customer loyalty by mediating customer satisfaction is obtained by multiplying the path coefficient of the direct influence of service quality on customer satisfaction and the path coefficient of the direct influence of customer satisfaction on customer loyalty. Then the total effect is the sum of the direct effect and indirect effect.

$$\text{Indirect effect} = PZX \times PYZ \tag{1}$$
$$= 0.756 \times 0.750$$
$$= 0.566$$
$$\text{Total effect} = \text{direct effect} + \text{indirect effect} \tag{2}$$
$$= 0.656 + 0.566$$
$$= 1.222$$

The results of the calculation of direct influence obtained a path coefficient of 0.656 and the indirect effect obtained a path coefficient of 0.566. Based on these results indicate that the direct effect has a greater coefficient than the indirect effect, so customer satisfaction has a partial mediating effect on the influence between service quality and customer loyalty. The Sobel test is used to determine whether or not the effect of mediation is significant. The Sobel test was conducted by testing the strength of the direct influence of the service quality variable on customer loyalty and the indirect effect of the service quality variable on customer loyalty through customer satisfaction. Sobel test results of a One-tailed probability of 0.000 <0.05 so it can be concluded that the hypothesis in this study is proven to be accepted which states that customer satisfaction has a mediating effect on the influence between service quality and customer loyalty. After knowing the results of the tests that have been done previously, then the hypothesis test is then carried out. The results of testing each hypothesis are as follows:

Table 5. Hypothesis Test Results

Hypothesis	Effect	Path Coef	t hit	Sig.	Note.
1	The Effect of Service Quality (X) on Customer Satisfaction (Z)	0.756	11.416	0.000	Significant
2	The Effect of Customer Satisfaction (Z) on Customer Loyalty (Y)	0.750	11.213	0.000	Significant
3	The Influence of Service Quality (X) on Customer Loyalty (Y)	0.656	8.616	0.000	Significant
4	The Influence of Service Quality (X) on Customer Loyalty (Y) through Customer Satisfaction (Z)	0.566	7.984	0.000	Significant

Source: Own Primary Data (2022)

The results of the analysis prove that customer satisfaction has a direct effect on Garnier's customer loyalty. This result is similar to the research which found that customer satisfaction also has a positive and significant effect on customer loyalty. . This finding is in accordance with the research of Sari et al., (2019) and Santana and Keni (2020) which show that loyalty as a function of customer satisfaction, loyal customers may not always be satisfied but satisfied customers are loyal customers. And the relationship between customer satisfaction and loyalty is very important, customer satisfaction has a significant positive effect on customer loyalty. The implication of this finding is that there are three dimensions of customer satisfaction that need attention related to increasing Garnier customer loyalty, especially the adjustment of the dimensions to what is desired which has the highest rating score. The results of the analysis prove that Service Quality has a positive and significant effect on Customer Loyalty. These results are in accordance with previous research conducted by Pahlawan et al., (2019) with the results of an analysis of service quality and customer loyalty empirically finding that service quality has a positive effect on customer loyalty. Where the better the quality of service provided it will be able to increase customer loyalty. Service quality affects customer loyalty through customer satisfaction. Customer satisfaction has been proven to have a positive and significant effect on customer loyalty and can partially increase the effect of service quality. Companies must be able to provide satisfaction to their customers if they want to have loyal customers, so that it has an impact on customer attitudes in the future, including making repeat purchases, recommending the company to others, and not easily switching to other brands, thus it will also have an impact on consumers. company profitability. This finding is in accordance with the research of Wiradarma and Suasana (2019) and Pahlawan et al., (2019) and the results of an analysis of service quality and customer loyalty through

customer satisfaction empirically found that service quality has a positive effect on customer loyalty if mediated by customer satisfaction. Where the better the quality of service provided will be able to increase customer satisfaction and will increase customer loyalty.

CONCLUSION

Based on the results of research and discussions that have been carried out, the following conclusions can be drawn: First, Garnier's service quality can be seen to be in a good category, this indicates that customers are happy and satisfied with Garnier's performance according to customer desires, this can certainly form customer loyalty. Second, Garnier's customer loyalty is included in the loyal category, this condition gives the impression that customer loyalty is perceived positively by respondents. This shows that customers always use Garnier to fulfill their beauty needs at their own pace, prioritize buying Garnier and recommend Garnier to others. Third, the results of the Service Quality test on Customer Loyalty with the mediation of Customer Satisfaction show that it has a significant value and has a positive effect, meaning that the better the quality of service provided will have a significant effect on the higher customer satisfaction, which in turn will have a significant effect on the higher customer loyalty. Based on the conclusions from the results of the data analysis carried out, several suggestions are proposed that companies should try to understand and evaluate the service quality process at Garnier, such as providing fast and responsive service. This needs serious attention so that customers prefer Garnier as a means of meeting their beauty needs rather than other brands. And it is hoped that the company will always prioritize the wishes and suitability of customers in the future so that customers will always come back and be loyal to Garnier. Efforts that can be made are to do post-sales follow-up, provide updated information, and offer attractive offers programs to maintain customer loyalty.

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