

The Influence of Service Quality on Customer Loyalty Mediated by Customer Satisfaction at Janji Jiwa Coffee Shop Malang

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Abstract

This study aims to examine the effect of service quality on customer loyalty with customer satisfaction as a mediating variable. The type of research used is explanatory research. The population used is customers who have visited the Janji Jiwa Malang coffee shop. The sampling method used is non-probability sampling with an accidental sampling technique. The sample used was 100 respondents. The data collection method used a questionnaire, then the data that had been collected were analyzed using path analysis. The results of this study were service quality has a positive and significant effect on customer loyalty. Customer satisfaction has a positive and significant effect on customer loyalty. Service quality has a positive and significant effect on customer satisfaction and customer satisfaction can mediate the effect of quality service to customer loyalty.

Keywords: service quality, customer satisfaction, customer loyalty

Abstrak

Penelitian ini bertujuan untuk menguji pengaruh kualitas pelayanan terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel mediasi. Jenis penelitian yang digunakan adalah penelitian penjelasan. Populasi yang digunakan adalah pelanggan yang pernah berkunjung ke kedai kopi Janji Jiwa Malang. Metode pengambilan sampel yang digunakan adalah non-probability sampling dengan teknik accidental sampling. Sampel yang digunakan adalah 100 responden. Metode pengumpulan data menggunakan kuesioner, kemudian data yang telah terkumpul dianalisis menggunakan analisis jalur. Hasil penelitian ini adalah kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan dan kepuasan pelanggan dapat memediasi pengaruh kualitas pelayanan terhadap loyalitas pelanggan.

Kata kunci: kualitas jasa, kepuasan pelanggan, loyalitas pelanggan

INTRODUCTION

Customer loyalty is the most important aspect to decide when running a business because it can show a positive response from customers. Loyal customers will stay in using the same product or service. Customer loyalty can describe the commitment and good relationships with customers. The emergence of customer loyalty can be formed by several things, one of which is the quality of service. This is because service quality is related to the efforts received by customers that can meet expectations and make customers

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make repeat purchases continuously. Customer loyalty is not only shaped by service quality but can also be influenced by customer satisfaction. Customer satisfaction is considered important because it relates to feelings of customer satisfaction that can make customers make purchases continuously. Customer satisfaction can lead to a sense of loyalty because customer expectations have been met. Service quality is one of the important factors in creating customer satisfaction which will then form customer loyalty. Good service quality can lead to feelings of satisfaction that can form customer loyalty. The feeling of satisfaction that arises after getting the service quality can form customer loyalty.

The phenomenon that occurs today is the emergence of a coffee-drinking culture in society. Drinking coffee has become a lifestyle that has grown in Indonesia since the time of our ancestors. The culture of coffee (drinking coffee) which used to be synonymous with parents and men, has now developed and touched young people. This makes coffee consumption continue to increase every year, which causes many coffee shops to appear in Indonesia. Based on research results from TOFIN 2020 (a company providing business solutions for goods and services in the hotel, restaurant, and cafe industry) which shows the number of coffee shops in Indonesia in August 2020 reached 2950 outlets, which increased drastically compared to 2016 which only amounted to 1,000. outlets. The average growth of outlets every year is 31.4%.

There are many coffee shops in Indonesia, one of which is the Janji Jiwa coffee shop, which has succeeded in becoming the top brand in the coffee shop category in 2021. The Top Brand award that was won by the Janji Jiwa coffee shop is a form of customer recognition of the Janji Jiwa coffee shop. A brand can be said to be "top" if it already has brand strength, a large market share, and high customer loyalty. This can show the loyalty of customers to the Janji Jiwa Coffee shop. The following is the data for the top coffee shop brands in 2021.

Table 1. Top Brand Category Coffee Shop

2019		2020		2021	
Brand	TBI	Brand	TBI	Brand	TBI
Starbucks	43,7%	Kenangan	39,9%	Janji Jiwa	39,5%
The Coffe Bean	9,8 %	Janji Jiwa	29,8%	Kenangan	36,7%
Ngopi Doeloe	0,4%	Kulo	13,6%	Kulo	12,4%
		Fore	5,1%	Fore	6,4%

Source: topbrand-award.com

In Table 1, it can be seen that the Janji Jiwa coffee shop ranks first with a Top Brand Index of 39.5% in both the online and offline categories. The Top Brand shows that the Janji Jiwa coffee shop gets a good mind share, top of market share, and top of commitment share from customers. Janji Jiwa coffee shop is a local product that was only established in 2018, but has been widely known by the public. Janji Jiwa coffee shop serves a wide selection of authentic Indonesian local coffee. The variants offered are also not only coffee but also sell various variants such as milk, chocolate, and matcha variants. The Janji Jiwa coffee shop has received an award given by the Indonesian World Record Museum (MURI) 2019 for its achievement as the "Coffee Shop with the Fastest Growth in the Number of Shops in Indonesia".

The phenomenon of the proliferation of coffee shops in Indonesia also occurs in Malang, which is one of the densely populated areas and also an area dubbed the City of Education. The culture of hanging out in coffee shops has become a trend of its own, especially for young people, which has an impact on our social life, especially regarding changes in lifestyle, consumption patterns, and forms of interaction that occur. The number of places of education both public and private universities. This shows the number of

young people who live in Malang. In East Java, the highest number of students is in Malang City. In Malang, there are many universities, both public and private. The following is the total data of students in East Java:

Table 2. Student Data in East Java in 2020

City/District	University		Total
	Public	Private	
Pacitan	219	859	1078
Jember	40182	27435	67.617
Banyuwangi	3918	13458	17.376
Bangkalan	16212	2725	18.937
Sampang	729	500	1229
Blitar	77	5014	5091
Malang	123835	128067	251902
Madiun	1880	10559	12439
Surabaya	128876	110243	239119

Source: BPS Malang

The high number of students in Malang makes many coffee shops appear in Malang. For young people, the coffee shop is not only a hangout place to meet friends, but also a place to do assignments, discuss together, and hold organizational events, especially for students. So, there are many activities that can be done at the coffee shop. This also makes many coffee shops appear in Malang. With this background, it makes researchers interested in conducting research with the title "The Influence of Service Quality on Customer Loyalty with Customer Satisfaction as a Mediation Variable (Case Study on Customers of the Janjid Jiwa Coffee shop in Malang).

LITERATURE REVIEW

According to Kotler & Keller (2016) loyalty is a deep customer commitment to re-subscribe or repurchase selected products/services consistently in the future, even though situational influences and marketing efforts have the potential to cause behavioral changes. According to Wijaya (2013) loyalty is a voluntary consumer decision to be willing to continue to subscribe for a long period of time. The research of Togatorop, et al. (2019) explains customer loyalty, namely a form of customer commitment to subscribe continuously and have immunity to the pull of competitors. Customer loyalty can show that the company has loyal and satisfied customers for a product or service so that they have the will or enthusiasm to inform anyone. Kotler & Keller (2016) describes satisfaction as a person's feelings of pleasure or disappointment that arise after comparing their perceived performance against their expectations. Customer satisfaction is a condition when the desires, needs, and expectations of customers have been fulfilled after making a purchase (Daryanti & Setyabudi, 2014). It can be concluded that customer satisfaction is the customer's feeling after feeling the consumption and assessment of the product or service can meet customer expectations. According to Tjiptono (2014) service quality is an effort made to fulfill customer desires and needs as well as accuracy in delivery to balance customer expectations. Lupiyoadi (2013) explains that service quality is defined as the result of service distribution activities, which aim to obtain customer

satisfaction. It can be concluded that service quality is an effort to meet customer needs and desires by providing the best quality service to achieve and exceed customer expectations.

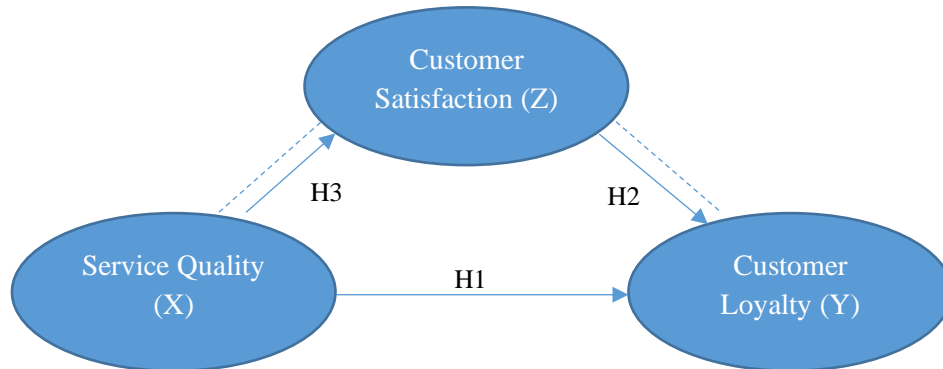


Figure 1. Research Framework

H1 : Service quality has an effect on customer loyalty.

H2 : Customer satisfaction has an effect on customer loyalty.

H3 : Service quality has an effect on customer satisfaction.

H4 : Customer satisfaction mediates the effect of service quality on customer loyalty

RESEARCH METHODS

This research was conducted on the customers of the Janji Jiwa coffee shop who made a purchase at the Janji Jiwa coffee shop on Jl. MT. Haryono No.166, Lowokwaru, Malang City. This type of research is quantitative research with an explanatory research approach, namely research that explains the position of the variables to be studied and the influence between one variable and another. The sampling method used, namely accidental sampling, is a technique for determining the number of samples based on chance, that is, anyone who coincidentally meets the researcher can be used as a sample, if it is deemed that the person is suitable as a data source. The sample of this research is 100 respondents. The data collection technique was by distributing questionnaires directly to the customers of the Janji Jiwa Malang coffee shop by using a data measurement tool, namely the Likert scale. The data analysis technique used is path analysis.

RESULTS AND DISCUSSION

The research has been conducted on 100 entrepreneur respondents. The results of the data instrument test on the validity test show that each question item shows a calculated r-value that is greater than r table so that all question items are declared valid. The reliability test also shows that each variable has a Cronbach's Alpha value of more than a significance value of 0.7, meaning that each variable is declared reliable and can be used in further research. Further analysis is carried out with scale range and multiple linear regression with the following steps and discussion.

Table 1. Characteristics of Respondents

Information	Items	Respondents	Percentage
Gender	Male	46	46%
	Female	54	54%
Education	Junior High School	35	35%
	Senior High School	53	53%
	Diploma	12	12%

Table 2. Validity Test Results

Variable	Indicator	Sig.	R Count	r Table	Note
Service Quality (X)	Tangible (X1.1)				
	X1.1.1	0,05	0,637	0,195	Valid
	X1.1.2	0,05	0,618	0,195	Valid
	X1.1.3	0,05	0,737	0,195	Valid
	X1.1.4	0,05	0,581	0,195	Valid
	Reliability (X1.2)				
	X1.2.1	0,05	0,650	0,195	Valid
	X1.2.2	0,05	0,711	0,195	Valid
	X1.2.3	0,05	0,710	0,195	Valid
	X1.2.4	0,05	0,697	0,195	Valid
	Emphaty (X1.3)				
	X1.3.1	0,05	0,646	0,195	Valid
	X1.3.2	0,05	0,648	0,195	Valid
	X1.3.3	0,05	0,763	0,195	Valid
	X1.3.4	0,05	0,588	0,195	Valid
	Assurance (X1.4)				
	X1.4.1	0,05	0,758	0,195	Valid
	X1.4.2	0,05	0,722	0,195	Valid
	X1.4.3	0,05	0,647	0,195	Valid
	X1.4.4	0,05	0,594	0,195	Valid
Customer Satisfaction (Z)	Responsiveness (X1.5)				
	X1.5.1	0,05	0,652	0,195	Valid
	X1.5.2	0,05	0,714	0,195	Valid
	X1.5.3	0,05	0,678	0,195	Valid
	X1.5.4	0,05	0,685	0,195	Valid
	Z1	0,05	0,645	0,195	Valid
	Z2	0,05	0,628	0,195	Valid
	Z3	0,05	0,613	0,195	Valid
	Z4	0,05	0,633	0,195	Valid
	Customer Loyalty (Y)	Y1	0,05	0,711	0,195
Y2		0,05	0,754	0,195	Valid
Y3		0,05	0,595	0,195	Valid
Y4		0,05	0,490	0,195	Valid

Based on table 2 shows that all indicators of the variables of service quality, customer satisfaction, and customer loyalty are categorized as valid because the loading factor value is >0.195 .

Table 3. Reliability Test

Variable	Cronbach's Alpha	Description
Service Quality	0,936	Reliable
Customer Satisfaction	0,827	Reliable
Customer Loyalty	0,660	Reliable

Based on table 3 shows that each indicator in the latent variable has differences from other variable indicators which is indicated by a higher cross-loading value in the construct itself so that discriminant validity is declared fulfilled.

Table 4. Normality Test

Variable	Significance	Description
Asymp. Sig (2 – tailed)	0.200	Normal

From the table above, it can be seen that the Asymp value. Sig (2-tailed) 200 which means the data is normally distributed because it has an Asymp value. Sig (2-tailed) is greater than 0.05. It can be concluded that the distribution of data on the variables of service quality (X), customer satisfaction (Z), and customer loyalty (Y) is normally distributed and can be used in research.

Table 5. Multicollinearity Test

Variable	Tolerance	VIF	Description
Service Quality	0,337	2,968	Non Multicollinearity
Customer Saticfation	0,337	2,968	Non Multicollinearity

In Table 6. it can be seen that the independent variables, namely service quality and customer satisfaction each have a VIF value < 10 and a tolerance value > 0.1, so there is no correlation between the independent variables and it can be concluded that the regression model does not occur multicollinearity.

Table 6. Heteroscedasticity Test

Variable	Significance	Description
Model 1 (X-Z)	0,598	Non Heteroscedasticity
Model 2 (X-Y)	0,956	Non Heteroscedasticity
Model 3 (Z-Y)	0,524	Non Heteroscedasticity

Based on Table 7. it can be seen that the independent variable X model 1 after being regressed with the absolute residual which is used as the dependent variable produces a significance value of 0.598. The next variable in model 2, each of which has a significance value of 0.956 and 0.524, which means greater than 0.05, it can be concluded that there is no symptom of heteroscedasticity.

Table 7. Path Analysis Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R Square
	B	Std. Error	Beta			
1 (constant)	4.578	0.792	0.814	5.777	0	0.663
Service quality	0.137	0.01		13.889	0	0.663

Based on the results of the equation model 1, it is found that the service quality variable on customer satisfaction has a constant value of 4.587. The value of the path coefficient of the service quality variable is 0.814, a positive value on the path coefficient indicates a unidirectional relationship between the service

quality variable and customer satisfaction. The value of the coefficient of determination or R Square is 0.663. The magnitude of the R Square value shows that the contribution of the service quality variable to customer satisfaction is 66.3%, while the remaining 33.7% is the contribution of other variables not examined.

Table 8. Second Model Path Analysis Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R Square
	B	Std. Error	Beta			
(Constant)	1.642	.909		1.807	.074	0.717
Service Quality	.079	.017	.438	4.714	.000	
Customer Satisfaction	.485	.100	.451	4.848	.000	

Based on the results of the equation model 2, it is found that the variable of service quality and customer satisfaction on customer loyalty has a constant value of 1.642. The path coefficient value of the service quality variable is 0.438, a positive sign on the path coefficient value indicates a unidirectional relationship between the service quality variable and customer loyalty. The regression coefficient value of the customer satisfaction path is 0.451, A positive sign on the path coefficient value indicates a unidirectional relationship between the variable customer satisfaction and customer loyalty. Based on the results of the above calculations, it can be seen that the R Square value of 0.717 means that the contribution of service quality and customer satisfaction variables to customer loyalty is 71.7%, while the remaining 28.9% is the contribution of other variables not examined.

Table 9. Partial Hypothesis Test Result

Hypotheses	T count	T table	Description
X – Y	4.714	1,983	Accepted
Z – Y	4.848	1,983	Accepted
X – Z	13.889	1,983	Accepted

Based on Table 9, it can be seen that the quality of service (X) has a t_{count} of 4.714 where the value is greater than t_{table} of 1.983 then H_a is accepted so that it can be concluded that service quality has a positive and significant effect on customer loyalty at the coffee shop Janji Jiwa Malang. The better and more positive the service quality obtained by customers, the more customer loyalty the Janji Jiwa Malang coffee shop will increase. These results are supported by research conducted by Megawati (2017), Marlin (2017), Ekasari (2018), Saraswati, et al. (2014), Ningsih, et al. (2022), Joudeh & Dandis (2018), Sugiharto & Wijaya (2020), Olivia & Ngatno (2021) which state that service quality has a positive and significant effect on customer loyalty. It can be concluded that the first hypothesis is accepted.

Based on Table 9, it can be seen that customer satisfaction (Z) has a t_{count} of 4,848 where the value is greater than t_{table} of 1,983, so H_a is accepted so that it can be concluded that satisfaction has a positive and significant effect on customer loyalty at the Janji Jiwa Malang coffee shop. These results are supported by research conducted by Wijaya (2013), Margono, et al. (2016), Iriyanti & Suharto (2016), Agustina, et al. (2019), Winarti & Masreviastuti (2019), Sugianto & Syamsuar (2020), Hartanto & Andreani (2019), Widjoyo (2014), Wijayanti (2020), and Astuti, et al. (2021) who found that customer satisfaction had a

positive and significant effect on customer loyalty. It can be concluded that the better and more positive the customer satisfaction obtained by the customer, the more customer loyalty the Janji Jiwa Malang coffee shop will increase.

Based on Table 10, it can be seen that the quality of service (X) has a t_{count} of 13,889 where the value is greater than t_{table} of 1,983, so H_a is accepted so that it can be concluded that service quality has a positive and significant effect on customer satisfaction at the Janji Jiwa Malang coffee shop. These results are supported by research conducted by Yudha & Putra (2017), Kusumadewi (2018), Kristiana (2017), Tatuil (2013), Dewi (2016), Gultom & Samosir (2021), Kencana (2020), Satria & Saputri (2020), and Karyose *et al.*, (2017) who found that service quality had a positive and significant effect on customer satisfaction. It can be concluded that the third hypothesis is accepted. The better and positive the quality of service that customers get, the more customer loyalty the Janji Jiwa Malang coffee shop will increase.

Sobel test used to evaluate the mediating effect of customer satisfaction between service quality and customer loyalty using this calculation:

Sobel Calculation:

$$Sab = \sqrt{b^2Sa^2 + a^2Sb^2 + Sa^2Sb^2}$$

$$Sab = \sqrt{0,485 \cdot 0,010^2 + 0,137^2 \cdot 0,100^2 + 0,010^2 \cdot 0,100^2}$$

$$Sab = 0,014$$

To test the significance of the indirect effect of the independent variable on the dependent, it is necessary to calculate the t value of the ab coefficient with the formula:

$$t = \frac{ab}{Sab}$$

$$t = \frac{0,137 \times 0,485}{0,014}$$

$$t = 3,941$$

Based on the results of the analysis of hypothesis 4, it is stated that the quality of service on customer loyalty through customer satisfaction has a significant effect. It can be concluded that customer satisfaction can be a mediating variable because t_{count} is greater than t_{table} , namely $3.941 > 1.983$. It can be concluded that the hypothesis that customer satisfaction mediates the effect of service quality on customer loyalty at the Janji Jiwa Malang coffee shop (H_4) is acceptable. This research has shown that customer satisfaction can mediate the effect of service quality on customer loyalty. The results of this study strengthen the results of research conducted by Rasyid (2017), Novandy & Rastini (2017), Ishak & Azzahroh (2017), Kusumadewi (2018), Apriliana *et al.*, (2020), Hidayat & Peridawaty (2020), and Amalia *et al.*, (2020) who found that customer satisfaction can mediate the relationship between service quality and customer loyalty at the Janji Jiwa Malang coffee shop.

CONCLUSION

Based on the results of the study, it can be concluded that service quality has a positive and significant effect on customer loyalty. This shows that the better the quality of service provided, the higher the level of customer loyalty of the Janji Jiwa Malang coffee shop. This study proves that customer

satisfaction has a positive and significant effect on customer loyalty. This shows that the higher the level of customer satisfaction, the customer loyalty of the Janji Jiwa Malang coffee shop will also be higher. This study proves that service quality has a positive and significant effect on customer satisfaction. This shows that the better the quality of service provided, the higher the level of customer satisfaction at the Janji Jiwa Malang coffee shop. This study proves that customer satisfaction can mediate the effect of service quality on customer loyalty. This shows that satisfaction has a positive and significant role in mediating the effect of service quality on customer loyalty partially. This can be interpreted if the level of customer satisfaction of the Janji Jiwa Malang coffee shop is higher, then this can affect the quality of service in forming customer loyalty.

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