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## **PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS PASIEN DENGAN KEPUASAN PASIEN SEBAGAI MEDIASI DI WELLCLINIC GADING SERPONG**

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### **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh positif kualitas layanan dan kepuasan pasien, pengaruh positif kepuasan pasien dan loyalitas pasien, kualitas layanan dan loyalitas pasien, dan kualitas layanan dan loyalitas pasien dengan kepuasan pasien sebagai mediasi. Jumlah sampel dalam penelitian ini sebesar 200 sampel. Teknik pengambilan sampel menggunakan *purposive sampling* dengan kriteria minimal dua kali kunjungan. Data diolah menggunakan *Partial Least Square-Structural Equation Modelling* (PLS-SEM). Hasil penelitian menunjukkan bahwa kualitas layanan berpengaruh positif terhadap kepuasan pasien, kepuasan pasien berpengaruh positif terhadap loyalitas pasien, kualitas layanan berpengaruh positif terhadap loyalitas pasien, dan kualitas layanan terhadap loyalitas pasien dengan kepuasan pasien sebagai mediasi.

**Kata Kunci:** kualitas layanan; kepuasan pasien; loyalitas pasien

### **ABSTRACT**

*This study aims to analyze the relationship between service quality and patient satisfaction, relationship between patient satisfaction and patient loyalty, relationship between service quality and patient loyalty, and relationship between service quality and patient loyalty mediated by patient satisfaction. The number of samples were determined to be which 200 samples. The sampling technique used was purposive sampling. Partial Least Square-Structural Equation modeling (PLS-SEM) is applied to this study. The results of data analysis showed that the service quality has a positive effect on patient satisfaction, patient satisfaction has a positive effect on patient loyalty, service quality has a positive effect on patient loyalty, and service quality has a positive impact on patient loyalty mediated by patient satisfaction.*

**Keywords:** service quality; patient satisfaction; patient loyalty

## PENDAHULUAN

Kualitas pelayanan kesehatan yang bermutu adalah hal wajib dimiliki oleh fasilitas kesehatan di Indonesia yang standarnya pelayanan kesehatannya sudah ditetapkan oleh Kementerian Kesehatan dan diharapkan tercipta pemerataan kualitas layanan di seluruh Indonesia, tetapi menurut data dari Dirjen Layanan Kesehatan, Kemenkes RI tahun 2021 menyatakan bahwa terjadi ketimpangan antara fasilitas kesehatan pulau Jawa dan di luar pulau Jawa atau terjadinya sentralisasi dari fasilitas kesehatan di kota besar, terutama pada sektor klinik swasta. Sebaliknya di pulau di bagian Timur Indonesia, fasilitas kesehatan sangat minim dan rasio antara fasilitas kesehatan primer dan penduduk sangat minim. Hal ini membuat terjadinya ketimpangan kualitas layanan kesehatan di kota besar dan kota kecil.

Passe (2016) mengatakan kualitas layanan merupakan seluruh proses dari kegiatan transaksi yang diselenggarakan oleh industri atau produsen yang bertujuan untuk memenuhi harapan konsumen. Menurut Kotler & Armstrong (1996), retensi dari pasien merupakan indikator yang dominan dari *Service Quality*. Retensi dari pasien tentunya berhubungan dengan tingkat loyalitas pasien di perusahaan tersebut. Loyalitas pasien sendiri merupakan situasi yang ideal yang paling diharapkan para pelaku industri, di mana konsumen bersikap positif terhadap produk atau produsen (penyedia jasa) yang juga disertai pola pembelian atau penggunaan layanan berulang yang konsisten (Tjiptono, 2008). Kepuasan pasien telah menjadi konsep yang sangat vital dalam organisasi bisnis maupun non bisnis, serta merupakan salah satu tujuan yang esensial dari organisasi tersebut. Kepuasan pasien berkontribusi terhadap sejumlah aspek krusial, seperti terciptanya loyalitas pasien, meningkatnya reputasi suatu organisasi dan meningkatnya efisiensi dan produktivitas karyawan (Kotler, 2004). Penelitian Rizal et al. (2017) menunjukkan kualitas layanan yang telah diteliti di rumah sakit tersebut memiliki pengaruh positif terhadap kepuasan dari pasien dan terhadap loyalitas pasien dengan dimediasi kepuasan pasien juga menunjukkan pengaruh yang signifikan. Begitu juga penelitian oleh Rizki (2019) yang menyatakan hasil uji analisa jalur menunjukkan bahwa variabel kepuasan pasien di klinik tersebut setelah diteliti memiliki pengaruh yang positif pada loyalitas pasien, dan variabel kualitas layanan juga fasilitas berpengaruh positif terhadap kepuasan pasien yang berdampak pada loyalitas pasien. Hal ini bertentangan dengan penelitian oleh Regata dan Kusumadewi (2019) yang menyatakan kualitas layanan tidak memberikan signifikansi pada loyalitas pasien, tetapi kualitas layanan berpengaruh pada kepuasan pasien dan juga kepuasan pasien memberikan pengaruh yang signifikan terhadap loyalitas pasien. Hasil penelitian yang berbeda lagi ditunjukkan oleh Athiyyah & Pane (2021) yang menyatakan kualitas layanan tidak memiliki berpengaruh positif signifikan terhadap kepuasan pasien. Oleh karena itu, tujuan dari penelitian ini ingin meneliti lebih jelas hubungan antara ketiga variabel, yaitu kualitas layanan, kepuasan pasien, loyalitas pasien, dan juga hubungan indirek dari ketiga variabel tersebut. Penelitian ini merupakan penelitian replikasi dari Dewi (2016). Maksud dari penelitian replikasi ini adalah untuk mengetahui apakah model penelitian Dewi (2016) berlaku sama pada penelitian ini.

## TINJAUAN PUSTAKA

### Service Quality

Kualitas layanan dapat diartikan sebagai perbedaan antara ekspektasi pasien pada saat layanan belum diberikan dan hasil persepsi sesudah layanan diberikan (Parasuraman et al., 1985). Christopher (1986) mendefinisikan kualitas layanan atau *service quality* sebagai relasi antara perusahaan dengan pasien dari perusahaan tersebut dan berfokus pada *customer experience* (pengalaman pasien) selama proses transaksi berlangsung. Fokusnya tidak hanya

untuk memenuhi kebutuhan dari pasien, tetapi juga memenuhi harapan dari pasien atas layanan yang diterima (Lewis, 1993). Menurut Parasuraman et al. (1985), kualitas layanan sendiri terbagi dalam 5 dimensi sebagai indikator dalam penilaian kualitas pelayanan itu sendiri, di antaranya *Reliability*, *Responsiveness*, *Assurance*, *Empathy* dan *Tangibles*.

### **Kepuasan Pelanggan/Pasien**

Kepuasan mengacu pada emosi, respon, dan reaksi konsumen terhadap produk atau jasa. Kepuasan pelanggan dapat didefinisikan sebagai evaluasi pengalaman pelanggan setelah menerima produk atau layanan. Kepuasan pelanggan dapat digambarkan sebagai perbandingan antara harapan dan persepsi terhadap kinerja produk atau jasa. Kepuasan pelanggan dicapai ketika kinerja yang dirasakan dari produk atau layanan memenuhi atau melampaui harapan mereka (Lim et al., 2019).

### **Loyalitas Pelanggan/Pasien**

Mellens et al. (1996) menjelaskan bahwa loyalitas merupakan kondisi sikap positif pelanggan dengan merek tersebut, mempunyai komitmen terhadap merek tersebut, serta mempunyai maksud untuk melakukan pembelian berulang di masa mendatang. Dimensi dari loyalitas pelanggan itu sendiri menurut Kotler (2012) terdiri dari *Repeat Purchase* (Pembelian berulang), *Retention* (Ketahanan/Retensi oleh pelanggan terhadap berita/issue yang negatif terhadap suatu perusahaan), dan *Referrals* (mereferensikan perusahaan tersebut ataupun produknya kepada orang lain).

Menurut Baloglu (2002), ada beberapa indikator yang menentukan tingkat loyalitas pelanggan, yaitu *trust* atau kepercayaan pelanggan terhadap suatu merk atau *brand* ataupun perusahaan, *emotion commitment* atau komitmen psikologis yang kuat terhadap suatu *brand* atau perusahaan, tanggapan pelanggan terhadap beban yang akan diterima ketika terjadi perubahan harga atau yang lebih dikenal dengan *switching cost*, *word of mouth* atau perilaku pelanggan untuk menyampaikan testimoni atau bahkan merekomendasikan suatu produk atau *brand* atau perusahaan kepada orang lain, dan terakhir adalah *cooperation* atau perilaku pelanggan untuk bekerja sama dengan perusahaan.

### **Pengajuan Hipotesis**

#### ***Hubungan Kualitas Layanan dengan Kepuasan Pelanggan/Pasien***

Studi dari Shanka (2012) menyatakan ada pengaruh positif yang signifikan antara kualitas layanan terhadap variabel kepuasan pasien. Penelitian ini juga didukung juga penelitian oleh Zafar et al. (2012), Bedi (2010), dan Aldlaigan (dalam Ladhari et al., 2011). Kotler dan Armstrong (1996) menyatakan bahwa terjadinya peningkatan dari kepuasan pelanggan dapat terjadi, jika pelanggan mendapatkan pelayanan produk ataupun jasa yang lebih baik. Semua pelanggan tentunya memiliki harapan untuk mendapatkan produk atau jasa yang tentunya sesuai harapan dan berkesan bagi mereka.

H<sub>1</sub>: Kualitas layanan kesehatan berpengaruh positif terhadap kepuasan pasien

#### ***Hubungan Kepuasan Pasien dengan Loyalitas Pelanggan/Pasien***

Keberhasilan perusahaan bergantung dari citra dari pelanggan itu sendiri yang terbentuk dari kepuasan dari pelanggan yang berdasarkan atas pengalaman pribadi pelanggan tersebut dan hal tersebut bisa menciptakan tumbuhnya loyalitas dari pelanggan (Kotler & Keller, 2007). Penelitian yang telah dilakukan sebelumnya oleh Ishak dan Luthfi (2011)

mengungkapkan bahwa kepuasan dari pelanggan berpengaruh positif terhadap loyalitas, hasil ilmiah tersebut juga didukung oleh penelitian yang telah dilakukan oleh Raharjo (2013).

H<sub>2</sub>: Kepuasan pasien berpengaruh positif terhadap loyalitas pasien

### ***Hubungan Kualitas Layanan dengan Loyalitas Pelanggan/Pasien***

Menurut Tjiptono (2008), kualitas pelayanan memiliki peran kepada terwujudnya loyalitas pasien. Penelitian yang sudah ada oleh di fasilitas kesehatan swasta di Pakistan menyatakan bahwa terdapat hubungan positif antara layanan kesehatan yang baik dibandingkan dengan loyalitas pasien dan juga kepuasan pasien di fasilitas kesehatan tersebut. (Fatima et al., 2018). Hal ini sejalan dengan penelitian Fattah (2016), Monica (2016) dan Sekali (2011).

H<sub>3</sub>: Kualitas layanan berpengaruh positif terhadap loyalitas pasien

### ***Hubungan Kualitas Layanan Terhadap Loyalitas Pasien dengan Kepuasan Pasien sebagai Mediasi***

Perusahaan yang memberikan pelayanan yang baik dan berkesan bagi pelanggannya tentunya berkaitan erat dengan terciptanya kepuasan pasien, dan menciptakan suatu ikatan emosi yang baik antara perusahaan dan pelanggan, yang tentunya juga membantu menciptakan loyalitas dari pasien (Budiman & Herlina, 2010). Penelitian sebelumnya oleh Rizal et al. (2017) di RSUD Padang menunjukkan kualitas layanan berpengaruh positif terhadap loyalitas pasien dengan dimediasi oleh kepuasan pasien. Penelitian ini didukung oleh penelitian oleh Rizki (2019).

H<sub>4</sub> : Kualitas layanan berpengaruh positif terhadap loyalitas pasien dengan kepuasan pasien sebagai mediasi

## **METODE PENELITIAN**

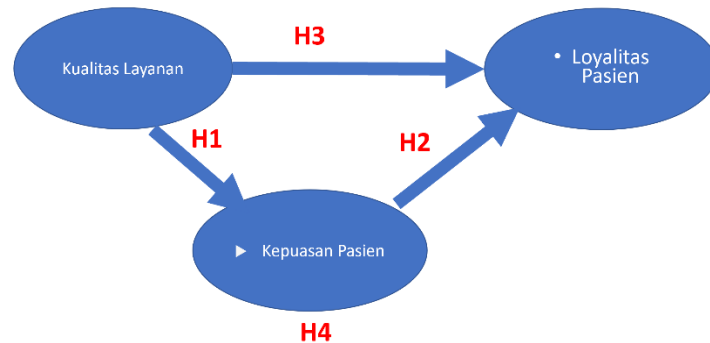
Penelitian ini merupakan penelitian kuantitatif untuk mengetahui hubungan langsung dan tidak langsung antara variabel kualitas layanan, kepuasan pasien, dan loyalitas dari pasien atau pelanggan di Well Clinic Gading Serpong. Populasi pada penelitian ini merupakan seluruh pasien yang menerima pelayanan rawat jalan berbayar pribadi atau Non-BPJS atau menggunakan asuransi lainnya di Well Clinic Gading Serpong pada periode bulan Januari–Maret tahun 2022. Jumlah sampel yang digunakan dalam penelitian ini berjumlah 200 pasien dengan pengambilan sampel dengan menggunakan metode *purposive sampling* kepada seluruh pasien yang telah menggunakan layanan kesehatan rawat jalan di Well Clinic Gading Serpong dengan minimal dua kali kunjungan.

Instrumen penelitian menggunakan kuesioner penelitian elektronik yang dibagikan secara digital pada *Whatsapp* pasien-pasien yang sedang ataupun pernah mengunjungi WellClinic Gading Serpong dalam bentuk Google Forms. Kuesioner yang digunakan menggunakan skala likert (*Likert Scale*) yang umum digunakan dalam bidang bisnis ataupun fenomena sosial lainnya yang digunakan untuk mengukur sikap, pendapat dan persepsi seseorang atau kelompok orang. Pada skala ini menggunakan angka satu sampai lima, yaitu sangat tidak setuju (1), tidak setuju (2), cukup setuju (3), setuju (4), dan sangat setuju (5).

Variabel dalam penelitian ini dapat diidentifikasi menjadi 3 variabel utama yaitu variabel independen yaitu kualitas pelayanan yang akan dibagi lagi menjadi sub variabel *Tangible* (TA), *Reliability* (RL), *Responsiveness* (RE), *Assurance* (AS) dan *Empathy* (EM)

serta variabel dependen yaitu loyalitas pasien, sementara kepuasan pasien bertindak sebagai *intervening variable*.

Setelah memperoleh data dari kuesioner yang telah disebar, data akan dikumpulkan dan dilakukan uji validitas dan uji reliabilitas sebelum akhirnya data dianalisa. Pengujian dan analisis data pada penelitian ini menggunakan *software* SMART PLS 3.0.



**Gambar 1. Model Penelitian**

Sumber: Dewi (2016)

### Profil Responden

Tabel 1 menyajikan profil responden pada penelitian ini, di mana mayoritas responden perempuan lebih banyak dibanding responden laki-laki, yaitu 61% dan 39%. Pada kelompok usia didominasi oleh usia 34–49 tahun dan 25–34 tahun dengan persentase 33% dan 26%. Mayoritas responden merupakan lulusan SMA atau setara dengan persentase 38 %, diikuti dengan lulusan SMA sebanyak 35 mayoritas responden penelitian ini berpendidikan baik, dengan minimum pendidikan diploma dan ke atas menguasai sebanyak 56% dari total responden. Dari kelompok pekerjaan, mayoritas merupakan pegawai swasta dengan persentase 30%, diikuti oleh wiraswasta dengan 20%. Jika dilakukan pemisahan antara responden penerima upah dan yang tidak menerima upah atau memiliki penghasilan kerja sendiri, seperti pengusaha atau wiraswasta, maka mayoritas responden masih dikuasai oleh responden penerima upah. Dalam pengelompokan pada kategori penghasilan mayoritas responden berpenghasilan dalam rentang di atas dari Upah Minimum Regional (UMR), yaitu dalam kelompok penghasilan 5–10 juta per bulan dengan persentase 32% dan pada kelompok berpenghasilan 10–20 juta dengan persentase 22%. Kunjungan kedua kali merupakan mayoritas dengan 41% responden, 24% responden sudah tiga kali mengunjungi WellClinic Gading Serpong.

**Tabel 1. Profil Responden**

| Pernyataan     | Jumlah | Persentase |
|----------------|--------|------------|
| Jenis Kelamin  |        |            |
| Laki-Laki      | 78     | 39%        |
| Perempuan      | 122    | 61%        |
| Usia Responden |        |            |
| 17–24 Tahun    | 24     | 12%        |
| 25–34 Tahun    | 52     | 26%        |
| 35–49 Tahun    | 66     | 33%        |
| 50–64 Tahun    | 46     | 23%        |
| >65 Tahun      | 12     | 6%         |

|                          |    |       |
|--------------------------|----|-------|
| Tingkat Pendidikan       |    |       |
| SD                       | 4  | 2%    |
| SMP/SETARA               | 8  | 4%    |
| SMA/SETARA               | 76 | 38%   |
| Diploma1-3/SETARA        | 30 | 15%   |
| S-1/SETARA               | 70 | 35%   |
| S-2                      | 10 | 5%    |
| S-3                      | 2  | 1%    |
| Pekerjaan                |    |       |
| Pelajar/ Mahasiswa       | 19 | 9,5%  |
| Pegawai Negeri Sipil/ASN | 32 | 16%   |
| Pegawai Swasta           | 60 | 30 %  |
| Wiraswasta               | 41 | 20,5% |
| Tidak Bekerja            | 17 | 8,5%  |
| Lainnya                  | 31 | 15,5% |
| Penghasilan perbulan     |    |       |
| <3 juta                  | 28 | 14%   |
| 3–5 Juta                 | 40 | 20%   |
| 5–10 Juta                | 65 | 32,5% |
| 10–20 Juta               | 44 | 22%   |
| >20 Juta                 | 23 | 11,4% |
| Jumlah Kunjungan         |    |       |
| 2 X Kunjungan            | 82 | 41%   |
| 3 X Kunjungan            | 48 | 24%   |
| 4 X Kunjungan            | 32 | 16%   |
| 5 X Kunjungan            | 22 | 11%   |
| >5 X Kunjungan           | 16 | 8%    |

Sumber: Hasil Pengolahan Data

### Evaluasi Hasil Pengukuran

Evaluasi model pengukuran adalah pengujian yang digunakan untuk melakukan uji validitas serta uji reliabilitas model. Uji validitas konvergen, uji validitas diskriminan, dan *composite reliability* diterapkan pada studi ini. Kriteria untuk validitas konvergen yang digunakan pada penelitian ini adalah *loading factor* >0.7, *average variance extracted (AVE)* >0.5; dan validitas diskriminan wajib mencukupi kriteria Fornell-Larcker yaitu nilai akar kuadrat AVE wajib lebih besar dari nilai korelasi antar variabel (Ghozali & Latan, 2015). Hair et al. (2014) memiliki penjelasan yang sama tentang batasan ideal *loading factor* dan *AVE*, yakni nilai *outer loading* antar 0,4 hingga 0,7 masih diterima selama nilai *AVE* > 0,5. Dalam penelitian ini dilakukan uji reliabilitas dengan menggunakan metode *composite reliability*. Apabila nilai *composite reliability* minimum di atas 0,7, maka data tersebut dikatakan dapat diandalkan (Sekaran & Bougie, 2016)

**Tabel 2. Evaluasi Model Pengukuran**

| Kode Item                              | Konstruk dan Item                                       | Outer Loading |
|----------------------------------------|---------------------------------------------------------|---------------|
| Kualitas Layanan (AVE=0.593; CR=0.972) |                                                         |               |
| Assurance AS (AVE=0.763; CR= 0.927)    |                                                         |               |
| AS1                                    | Rasa percaya terhadap layanan medis yang mereka berikan | 0.881         |
| AS2                                    | Pengetahuan yang baik dalam menangani pasien            | 0.909         |

|                                           |                                                                                                            |       |
|-------------------------------------------|------------------------------------------------------------------------------------------------------------|-------|
| AS3                                       | Kemampuan yang baik dalam menangani pasien                                                                 | 0.755 |
| AS4                                       | Memberikan rasa aman selama layanan diberikan                                                              | 0.880 |
| Empathy EM (AVE= 0.613; CR=0.888)         |                                                                                                            |       |
| EM2                                       | Memahami keadaan pasien                                                                                    | 0.750 |
| EM3                                       | Tidak membedakan layanan kepada setiap pasien                                                              | 0.728 |
| EM4                                       | Tidak merasa kesulitan dalam memesan layanan                                                               | 0.747 |
| EM5                                       | Tidak merasa kesulitan dalam menyelesaikan proses administrasi di WellClinic                               | 0.718 |
| EM6                                       | Rasa peduli terhadap permasalahan yang dihadapi oleh pasien                                                | 0.713 |
| Responsiveness RE (AVE=0.833; CR0.952)    |                                                                                                            |       |
| RE1                                       | Penanganan keluhan dengan baik                                                                             | 0.896 |
| RE4                                       | Menyanggapi permintaan pasien                                                                              | 0.895 |
| RE5                                       | Cepat dalam menjalankan layanannya                                                                         | 0.903 |
| RE6                                       | Tepat dalam menjalankan layanannya                                                                         | 0.912 |
| Reliability RE (AVE=0.677; CR=0.926)      |                                                                                                            |       |
| RL1                                       | Kemampuan dalam menangani keluhan                                                                          | 0.854 |
| RL2                                       | Proses administrasi/reservasi terbilang mudah                                                              | 0.867 |
| RL3                                       | Layanan tepat waktu                                                                                        | 0.846 |
| RL4                                       | Biaya yang dibebankan sesuai dengan ketentuan yang ada                                                     | 0.737 |
| RL5                                       | Lama layanan sesuai dengan harapan saya                                                                    | 0.767 |
| RL6                                       | Layanan tanpa kesalahan                                                                                    | 0.859 |
| Tangibility TA (AVE=0.696; CR= 0.932)     |                                                                                                            |       |
| TA1                                       | Peralatan medis yang lengkap                                                                               | 0.761 |
| TA2                                       | Peralatan medis yang modern                                                                                | 0.873 |
| TA3                                       | Peralatan medis yang memadai setiap kali melakukan layanan                                                 | 0.867 |
| TA4                                       | Tenaga medis di WellClinic terlihat rapi                                                                   | 0.885 |
| TA5                                       | Fasilitas yang memadai untuk kebutuhan pasiennya                                                           | 0.855 |
| TA6                                       | Nyaman saat pelayanan                                                                                      | 0.757 |
| Kepuasan Pasien SA (AVE=0.834; CR=0.909)  |                                                                                                            |       |
| SA1                                       | Layanan yang diberikan WellClinic Gading Serpong sesuai dengan harapan                                     | 0.899 |
| SA2                                       | Puas dengan layanan yang diberikan oleh Well Clinic Gading Serpong                                         | 0.927 |
| Loyalitas Pasien LO (AVE=0.593; CR=0.909) |                                                                                                            |       |
| LO1                                       | Merekomendasikan Well Clinic Gading Serpong kepada para relasi                                             | 0.879 |
| LO2                                       | Menceritakan pengalaman positif selama menerima layanan yang diberikan oleh Well Clinic kepada para relasi | 0.919 |

|     |                                                                                                                             |       |
|-----|-----------------------------------------------------------------------------------------------------------------------------|-------|
| LO3 | Memberikan tanggapan yang positif kepada para relasi saya mengenai pengalaman saya selama mendapatkan layanan di WellClinic | 0.920 |
| LO4 | Percaya terhadap WellClinic untuk memberikan layanan yang dibutuhkan                                                        | 0.920 |

Sumber: Hasil pengolahan data

Pada tabel 2 ditampilkan hasil pengujian outer loading, Average Variance Extracted, dan Composite Reliability sesuai dengan yang dijelaskan di bagian sebelum, sehingga data disimpulkan pada penelitian ini memenuhi kriteria penelitian yang valid dan reliabel.

**Tabel 3. Kriteria Fornell-Larcker**

|                                                                                                                                                                                          | Kualitas Layanan* | Kepuasan Pasien** | Loyalitas Pelanggan** | Tangibility** | Reliability** | Responsiveness** | Empathy** | Assurance** |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-------------------|-----------------------|---------------|---------------|------------------|-----------|-------------|
| Kualitas                                                                                                                                                                                 | 0.770             |                   |                       |               |               |                  |           |             |
| Kepuasan Pasien**                                                                                                                                                                        | 0.695             | 0.913             |                       |               |               |                  |           |             |
| Loyalitas Pelanggan**                                                                                                                                                                    | 0.710             | 0.870             | 0.926                 |               |               |                  |           |             |
| Tangibility**                                                                                                                                                                            | 0.977***          | 0.722             | 0.711                 | 0.835         |               |                  |           |             |
| Reliability**                                                                                                                                                                            | 0.970***          | 0.695             | 0.684                 | 0.684         | 0.906         |                  |           |             |
| Responsiveness*                                                                                                                                                                          | 0.955***          | 0.563             | 0.624                 | 0.611         | 0.823         | 0.913            |           |             |
| Empathy**                                                                                                                                                                                | 0.745***          | 0.590             | 0.596                 | 0.662         | 0.638         | 0.633            | 0.783     |             |
| Assurance**                                                                                                                                                                              | 0.931***          | 0.611             | 0.655                 | 0.863         | 0.851         | 0.813            | 0.671     | 0.873       |
| Keterangan: *=Higher Order Construct (HOC); **=Lower Order Construct (LOC); ***=tidak dapat menentukan discriminant validity antara LOC dan HOC (Hair, Risher, Sarstedt & Ringle, 2018); |                   |                   |                       |               |               |                  |           |             |

Sumber: hasil pengolahan data

Tabel 3 menunjukkan hasil pengujian *discriminant validity*, didapatkan bahwa hasil uji *Fornell-Larcker Criterion* tidak ada nilai korelasi antara variabel dengan variabelnya sendiri yang nilainya lebih kecil jika dibandingkan variabel lain, kecuali pada level konstruk yang berbeda, tetapi hal tersebut tidak dapat menentukan *discriminant validity*. Sehingga, hasil keseluruhan dari pengujian evaluasi model pengukuran telah memenuhi kriteria yang telah ditentukan.

### Evaluasi Model Struktural

Pengujian evaluasi model struktural dimulai dari mengukur multikolinearitas agar dapat mengetahui relasi antar variabel independen yang ada dan kemungkinan ada kecondongan kolinearitas maupun tidak. Uji multikolinearitas dilaksanakan dengan mengamati hasil dari *Variance Inflation Factor* (VIF) dengan tujuan agar dapat mendeteksi adanya kolinearitas dalam variabel independen. Apabila nilai VIF melebihi 5, maka dapat dikatakan model penelitian memiliki permasalahan multikolinearitas. Dari Tabel 4 dapat disimpulkan tidak terdeteksi adanya masalah multikolinearitas pada konstruk.

**Tabel 4. Evaluasi Collinearity**

|           | AS | EM | LO | RL | RE | KEPUASAN PASIEN | KUALITAS LAYANAN | TA |
|-----------|----|----|----|----|----|-----------------|------------------|----|
| ASSURANCE |    |    |    |    |    |                 |                  |    |
| EMPATHY   |    |    |    |    |    |                 |                  |    |
| LOYALTY   |    |    |    |    |    |                 |                  |    |

|                  |       |       |       |       |       |       |  |       |
|------------------|-------|-------|-------|-------|-------|-------|--|-------|
| RELIABILITY      |       |       |       |       |       |       |  |       |
| RESPONSIVE       |       |       |       |       |       |       |  |       |
| KEPUASAN PASIEN  |       |       | 1.936 |       |       |       |  |       |
| KUALITAS LAYANAN | 1.000 | 1.000 | 1.936 | 1.000 | 1.000 | 1.000 |  | 1.000 |
| TANGIBILITY      |       |       |       |       |       |       |  |       |

Sumber: Hasil pengolahan data

Pengujian model struktural juga dapat dilakukan dengan evaluasi nilai *R-Square*. *R-Square* akan menjabarkan sejauh mana konstruk independen menjelaskan konstruk dependen. Uji *R Square* pada Tabel 5 menunjukkan semua variabel ataupun sub variabel dapat dijelaskan pada penelitian kali ini.

**Tabel 5. Evaluasi *R Square***

|                  | Nilai <i>R-square</i> | Interpretasi |
|------------------|-----------------------|--------------|
| Kepuasan Pasien  | 0.484                 | Lemah        |
| Loyalitas Pasien | 0.778                 | Kuat         |

Sumber: Hasil pengolahan data

Kemudian uji hipotesis pada penelitian ini dilaksanakan dengan melihat koefisien jalur (*path coefficients*) dengan melihat nilai koefisien parameter, nilai *p-value*, dan signifikansi *t-statistic*. Suatu hipotesis dapat dikatakan signifikan apabila nilai *t-statistic* >1.65 dengan tingkat signifikansi 5% dan *p-value* <0,05 dengan memperhatikan arah koefisien jalur (*path coefficients*).

**Tabel 6. Hasil Uji Hipotesis**

|                                                                                            | Path Coefficient | P Value | Keputusan |
|--------------------------------------------------------------------------------------------|------------------|---------|-----------|
| H1: Kualitas Layanan berpengaruh positif terhadap Kepuasan Pelanggan                       | 0.695            | 0.000   | Didukung  |
| H2: Kepuasan Pasien berpengaruh positif terhadap Loyalitas Pasien                          | 0.728            | 0.000   | Didukung  |
| H3: Kualitas Layanan berpengaruh positif terhadap Loyalitas Pasien                         | 0.204            | 0.000   | Didukung  |
| H4: Kualitas Layanan berpengaruh positif terhadap Loyalitas Pasien melalui Kepuasan Pasien | 0.506            | 0.000   | Didukung  |

Sumber: Hasil pengolahan data

Uji hipotesis dalam Tabel 6 menunjukkan bahwa hanya semua hipotesis didukung pada penelitian kali ini. Dengan demikian, kualitas layanan berpengaruh positif terhadap kepuasan pasien dan loyalitas pasien, kepuasan pasien berpengaruh positif terhadap loyalitas pasien, dan kualitas layanan berpengaruh positif terhadap loyalitas pasien dengan kepuasan pasien sebagai mediasi.

## PEMBAHASAN

Hipotesis pertama (H1) pada penelitian ini, yaitu kualitas layanan berpengaruh positif terhadap kepuasan pelanggan, juga didukung oleh penelitian yang dilakukan oleh Alim et al. (2019). Penelitian ini juga mengungkapkan mayoritas dimensi kualitas layanan memberikan pengaruh positif yang signifikan pada kepuasan pelanggan, yaitu dimensi *Reliability* berpengaruh positif terhadap kepuasan pasien rawat jalan ( $p=0,002$ ), ada dimensi *Assurance* terhadap kepuasan pasien rawat jalan dengan  $p\text{-value}=0,000$ , dimensi *Tangibility* terhadap kepuasan pasien rawat jalan dengan  $p\text{ value}=0,000$ , dan dimensi *responsiveness* terhadap kepuasan pasien rawat jalan dengan  $p\text{-value}=0,001$ . Hal ini sejalan juga dengan penelitian oleh Arsita & Idris (2019). Hipotesis ini juga didukung oleh penelitian Zafar et al. (2012), Bedi (2010), dan Aldlaigan (dalam Ladhari et al., 2011). Oleh karena itu temuan dari penelitian ini adalah semakin tingginya kualitas layanan di WellClinic dapat menciptakan kepuasan pasien yang semakin tinggi di WellClinic. Sesuai dengan deskripsi sebelumnya kualitas layanan terdiri dari lima dimensi yang perlu diperhatikan secara keseluruhan dan masing-masing juga memiliki dampak yang signifikan terhadap kepuasan pasien di WellClinic

Hipotesis kedua pada penelitian ini didapatkan bahwa terdapat hubungan positif antara kepuasan pasien terhadap loyalitas pasien. Hasil penelitian ini didukung oleh Yusri et al. (2017) yang menunjukkan bahwa terdapat kepuasan pasien berpengaruh positif terhadap loyalitas pasien dengan  $p\text{-value}= 0,001$  dan nilai  $r=0,439$  yang berarti menunjukkan relasi hubungan yang bersifat moderat. Hipotesis ini juga didukung oleh penelitian oleh Umah dan Wati (2014) yang hasil penelitiannya menunjukkan bahwa terdapat hubungan yang signifikan antara kepuasan pasien dan loyalitas pasien dengan  $p\text{ value}= 0,001$  dan  $r= 0,404$ . Semakin tinggi kepuasan pasien maka dapat meningkatkan loyalitas pasien. Hal ini juga berlaku sama dan konsisten dengan penelitian di WellClinic ini, di mana peningkatan kualitas layanan akan menghasilkan kepatuhan dan kepuasan pelanggan secara berkelanjutan, sehingga tercipta loyalitas dari pasien di WellClinic. Hipotesis ini juga didukung oleh penelitian Raharjo (2013), Ishak dan Luthfi (2011), Sari et al. (2020), Dewi (2016) dan Wulan (2013).

Hipotesis ketiga pada penelitian ini menunjukkan bahwa terdapat hubungan pengaruh yang positif antara kualitas layanan terhadap loyalitas pasien. Penelitian oleh Mahendrayana et al. (2018) mendukung hipotesis ini dengan menyatakan bahwa pengaruh kualitas pelayanan memberikan dampak positif yang signifikan terhadap loyalitas pasien dengan nilai *standardized path coefficient* 0,39 yang berarti menunjukkan adanya pengaruh positif yang signifikan. Hipotesis ini juga didukung oleh penelitian oleh Qomarania (2019), Purwati (2019), Sekali (2011), Dewi (2016) dan Paidin (2020). Manajemen WellClinic perlu memperhatikan aspek dari kualitas layanan terhadap setiap pasiennya, untuk meningkatkan tingkat loyalitas dari pasien di WellClinic Gading Serpong sendiri.

Hipotesis keempat pada penelitian ini didapatkan bahwa terdapat hubungan positif yang signifikan antara kualitas layanan terhadap loyalitas pasien melalui kepuasan pasien. Hipotesis ini didukung oleh penelitian Sholeh dan Chalidyanto (2021), di mana didapatkan Pengaruh kualitas pelayanan terhadap loyalitas melalui kepuasan pasien merupakan pengaruh yang paling mendominasi dengan *standardized path coefficient* sebesar 0,886. Penelitian oleh Mahendrayana et al. (2018) juga mendukung hipotesis ini dengan menyatakan bahwa pengaruh kualitas pelayanan memberikan dampak positif yang signifikan terhadap loyalitas pasien yang dimediasi oleh kepuasan pelanggan dengan *nilai standardized path coefficient* sebesar 0,469 yang berarti menunjukkan adanya pengaruh positif yang signifikan. Oleh karena itu, dapat ditarik kesimpulan bahwa sebagai penyedia layanan kesehatan manajemen di WellClinic Gading Serpong sendiri perlu untuk selalu melakukan pemantauan yang ketat dan usaha dalam meningkatkan kualitas layanan dari WellClinic sendiri, agar dapat meningkatkan

kepuasan dan loyalitas pasien. Penelitian ini juga didukung oleh penelitian Rizal et al. (2017), dan Rizki (2019).

## KESIMPULAN DAN SARAN

Hasil studi dari analisa data yang telah dilakukan, maka dapat disimpulkan bahwa:

1. Kualitas layanan berpengaruh positif terhadap kepuasan pasien di WellClinic Gading Serpong.
2. Kepuasan pasien berpengaruh positif terhadap loyalitas pasien di WellClinic Gading Serpong
3. Kualitas layanan berpengaruh positif terhadap loyalitas pasien di WellClinic Gading Serpong.
4. Kualitas layanan berpengaruh positif terhadap loyalitas pasien dengan kepuasan pasien sebagai mediasi di WellClinic Gading Serpong.

### Keterbatasan dan Saran Penelitian Berikutnya

Penelitian ini ruang lingkupnya terbatas hanya dilakukan pada pasien yang berkunjung ke WellClinic Gading Serpong saja yang merupakan klinik pratama milik swasta, sehingga sampel penelitian hanya merepresentasikan pasien-pasien yang berkunjung ke WellClinic Gading Serpong, maka dari itu saran untuk studi berikutnya perlu untuk menguji konsistensi penelitian ini pada fasilitas kesehatan lain baik itu klinik pratama, utama, puskesmas, atau rumah sakit yang dimiliki oleh baik swasta ataupun pemerintah.

Penelitian ini dilakukan di masa pandemi COVID-19, di mana pasien takut berlama-lama ada di faskes yang berpotensi tinggi menjadi tempat penyebaran virus ini, sehingga disarankan untuk penelitian ini dilakukan kembali di saat pandemi COVID-19 sudah mereda atau sudah selesai.

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## ONLINE REVIEWS BY BEAUTY VLOGGERS OF LOCAL LIPSTICKS PRODUCT IMPACT ON PURCHASE INTENTION

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### ABSTRACT

Lipstick is a necessity for all women, yet many Indonesian women continue to favor international brands since they are more familiar. The local cosmetics business is rising fast, but it has obstacles, such as a strong demand for premium or high-brand cosmetics, such as Korean items, which remain popular among young women in Indonesia. Today, beauty vloggers are regarded as a reputable source of information on a certain cosmetics product. The purpose of this study is to explore the effect of competence, trustworthiness, and beauty on the purchase intention of a local lipstick product, as mediated by customer attitude and persuasive talents. This study adopts a quantitative methodology, gathering data using an online survey platform from participants (Google Form). Researchers collected 146 questionnaires from Greater Jakarta women who had viewed YouTube beauty vlogger reviews and reside in Jakarta. In this research, SEM-PLS is utilized to test hypotheses and analyze data. It has been discovered that knowledge, dependability, and beauty have a considerable impact on purchase intent, as mediated by consumer attitude. When a beauty vlogger recommends a local product's lipstick, persuasive talents have a large direct impact on consumer purchase intentions.

**Keywords:** Online Review; Beauty Vloggers; Local Lipstick; Purchase Intention

## INTRODUCTION

Nowadays, cosmetic has become the need because of appearing pretty is one of the ambitions for any woman. Use cosmetics is a game changer, ladies appear to be more confident when they are wearing makeup (Ananda & Wandebori, 2016). Having a decent look is one of the trends in Indonesia, particularly for young people who are actively utilizing social media (Putri & Wandebori, 2016).

Based on the Ministry of Industry, the growth of cosmetics in Indonesia climbed by 7 percent in 2019. However, the total public spending of cosmetics in Indonesia is still about \$20, which is still lower than other countries such as Malaysia and Thailand (Kementerian Perindustrian Republik Indonesia, 2020). Cosmetics sales have surged, not only for local items but also for those from other nations. The government expects that cosmetics will continue to expand because of these three causes. First, Indonesia has a huge young population. Second, the average age of the Indonesian population is presently 28 years old. Last, social media has a vital role in the country (Kementerian Perindustrian Republik Indonesia, 2020).

Unfortunately, COVID-19 has harmed several sectors, including cosmetics business. The usage of cosmetics goods has dropped owing to the restriction of working from home which makes woman rarely apply makeup. A study done of 1,109 women in September 2020 revealed that the percentage of usage of beauty goods during the pandemic tended to fall (Pandamsari, 2020). Hence, the supply of cosmetics is high but the demand is low (Uly, 2020). With this epidemic, both local and worldwide enterprises are continually creating tactics to improve their sales.

The corporation is also seeking to improve product sales via internet, including orders via chat apps or the marketplace. This technique is in keeping with the change of people's buying style who favor internet. Especially for cosmetic items, it is very crucial for consumers to know the quality of the product or the shade of the cosmetic product that fits their skin tone. Therefore, the function of social media is vital to enhance the interaction which might boost the organic engagement with the potential customer (Widyanto & Agusti, 2020).

According to Lokadata in 2018, based on collaboration with celebrities, the most popular beauty goods is lipstick with a percentage of 70 percent, while the other items are still below 50 percent. This implies that lipstick is the crucial cosmetics item for women. Unfortunately, the impact of COVID-19 is disastrous, especially for cosmetics such as foundations and lipsticks. Instead of wearing a lipstick, customer choose to use eye product to be more appealing when wearing a mask.

Based to Statista (Degenhard, 2021), YouTube has become second leading platforms that utilized by the social media user. It reveals that predominantly Indonesian people are utilizing YouTube rather than the other social media such as Instagram and TikTok. The progress of technology boosting the number of content producer that posting a lot of intriguing stuff notably on YouTube. Video Blogger is regarded as anyone who produce video and utilize social media to promote their everyday activities, opinions, or share information (Wang, 2015). In the cosmetic market, we have a beauty vlogger, normally beauty vlogger would give the information about numerous items on their channel. They also show a unique experience, voice their ideas, and give product information such as ingredients, cost, and some advice. Whether favorable or negative, majority of beauty vloggers give consumers with objective assessments of numerous goods they have used (Chen & Dermawan, 2020). Beauty vlogger is regarded as drawing more views and subscribers than the official accounts of cosmetics firms (Rahmi et al., 2016). As a result, this

researcher studies the effect of knowledge, trustworthiness, attractiveness, and persuasive qualities on consumer purchase intentions. Therefore, the researcher will answer several questions to solve the problem:

1. Is there any significant influence of attractiveness towards consumer attitude?
2. Is there any significant influence of trustworthiness towards consumer attitude?
3. Is there any significant influence of expertise towards consumer attitude?
4. Does attractiveness significantly influence purchase intention through consumer attitude?
5. Does trustworthiness significantly influence purchase intention through consumer attitude?
6. Does expertise significantly influence purchase intention through consumer attitude?
7. Do persuasive capabilities significantly influence purchase intention?
8. Does consumer attitude significantly influence purchase intention?

## **LITERATURE REVIEW**

### **Purchase Intention**

Purchase intention means that customers may plan to buy a product or service in the future. A higher intention to purchase means a higher possibility to buy. A favorable brand contact will promote a strong buy intention from a customer (Martins et al., 2017).

The success of a product's marketing program influences the customer's real buying intention (Sulu et al., 2016). The intention occurs once the person has a need and must satisfy it. The surroundings, product pricing, marketing, culture, and political conditions may all influence buying intent.

Because internet buying dominates the market, the relationship between behavioral intent and actual conduct is examined. Individuals' purpose to behave determines their actual behavior. Thus, buying intent to buy online is a factor that predicts actual behavior or purchase choice (Dachyar & Banjarnahor, 2017).

Purchase Intention is described as Transactional, Desire, References, Preferential, and Explorative.

### **Attitude**

A customer's attitude may also indicate a product's liking or disliking (Razab, 2016). Thus, attitude is a measure of how many individuals favor or detest a particular behavior, or how much buyers focus on a product because of their preferences (Afendi et al., 2014).

It is a mental and neurological state that is shaped by experience and influences behaviors in a directed and/or dynamic way. Attitude is made up of three parts: cognition (object knowledge), emotion (object evaluations), and conation (object behavior) (Peter & Olson, 2010).

Choi & Lee (2019) define customer attitude as liking, trusting, and reliable.

### **Expertise**

Expertise is the level to which a person has the knowledge, skills, or experience to offer correct information to an audience (Ohanian, 1990). Knowledge about a product. Those believe people who are good at something (Bansal & Voyer, 2000). Internalization explains the impact of knowledge on buying intent. This occurs when someone alters their behavior or activities based on the conduct of a trusted source. The audience will conclude that the influencer is reviewing the product based on their experience. Thus, people will believe the reviewed product is appealing and buy it (Thomas & Johnson, 2017).

It was discovered by Thomas and Johnson (2017) that source credibility has a major impact on communication efficacy and creates customer purchase intention.

The experience of a beauty vlogger influences client decisions in the cosmetics sector. The knowledge offered by a beauty vlogger with excellent expertise is credible (Chang et al., 2012). Expertise is defined by Filieri et al. (2018) as expert, experienced, knowledgeable, qualified, and skilled.

### **Trustworthiness**

Trust is the receiver's belief that the information received is accurate and that the influencer's promises can be kept. As a result, personal interactions can help build credibility (Martensen et al., 2018).

According to Ing & Ming (2018), trustworthiness is critical in the online world, particularly while buying. A beauty vlogger is someone who can deliver accurate information on beauty items. Unlike cosmetics firms, beauty vloggers are seen as trustworthy sources of knowledge.

According to past study, internet review credibility affects attitude and buying intention (Ing & Ming, 2018). A sense of personal connection and trust is fostered through strong ties, which can assist the source develop credibility and persuasion (Martensen et al., 2018). Filieri et al. (2018) define trustworthiness as being sincere, honest, reliable, and trustworthy.

### **Attractiveness**

Consumers may be drawn to beauty vloggers for a variety of reasons, including shared interests, physical attractiveness, or social media buzz. The physical appeal of social media influencers is thought to impact business acceptability. Also, an endorser's physical traits are sensitive to source attractiveness (Lim et al., 2017).

Attractive social media influencers gain more followers and garner more attention. Social media material is shown to influence favorable consumer behavior and even purchase intentions. Promotional efficacy is influenced by social media influencers' appeal. Attractive social media influencers usually encourage favorable consumer behaviour (Till & Busler, 2000). Khalid & Yasmeen (2019) found that celebrity beauty influences purchasing intent.

These are the indicators of attraction according to Akturan & Bozbay (2018).

### **Persuasive Skills**

Persuasion is the process of influencing individuals to change their actions (Benoit & Benoit, 2008). Schacter et al. (2011) classified persuasion into systematic and heuristic types. Persuasion is partly about understanding the psychology of why individuals believe and behave the way they do (Hovland et al., 1953).

Consistency, Social Prove, Liking, and Authority are indicators of persuasive qualities (Widyanto & Agusti, 2020).

### **Hypotheses**

H1: Expertise has significant influence on consumer attitude of local product's lipstick reviewed by beauty vlogger

H2: Trustworthiness has significant influence on consumer attitude of local product's lipstick reviewed by beauty vlogger.

H3: Attractiveness has significant influence consumer attitude of local product's lipstick reviewed by beauty vlogger.

H4: Expertise mediated by consumer attitude has significant influence purchase intention of local product's lipstick reviewed by beauty vlogger

H5: Trustworthiness mediated by consumer attitude has significant influence purchase intention of local product's lipstick reviewed by beauty vlogger.

H6: Attractiveness mediated by consumer attitude has significant influence purchase intention of local product's lipstick reviewed by beauty vlogger.

H7: Persuasive Capabilities has significant influence purchase intention of local product's lipstick reviewed by beauty vlogger.

H8: Consumer Attitude has significant influence on purchase intention of local cosmetics product reviewed by beauty vlogger.

## Research Model

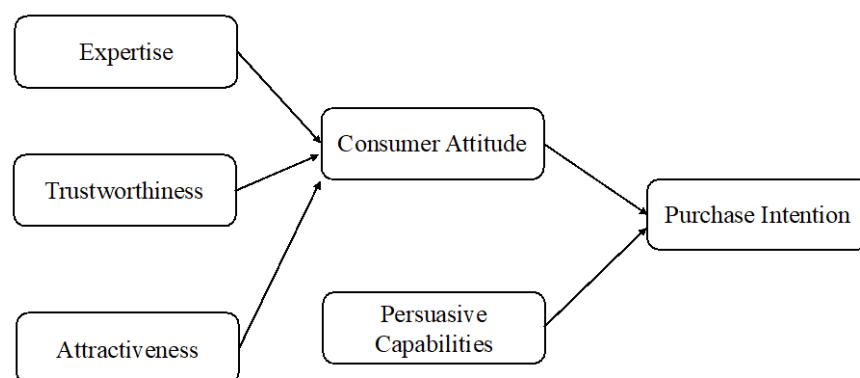


Figure 1. Research Model

Source: Adopted from Ananda & Wandebori (2016) and Widyanto & Agusti (2020)

## RESEARCH METHOD

The method that used in this research is quantitative method, the researcher believes that quantitative method is more structured because it is using the questionnaire to obtain the data and the data is more consistent.

### Sampling technique

This study's sample method is non-probability sampling, with respondent selection based on non-random factors; population members do not have the same chance of selection as respondents (Sekaran & Bougie, 2010). The research population is unknown since it focuses on women in Greater Jakarta (the world's third-biggest metropolis and Indonesia's largest).

This study will look at those who have ever watched a beauty vlogger evaluate a local product on YouTube. Purposive sampling is a sampling approach in which the researcher selects participants from a community depending on specified characteristics. This study's test samples included:

1. Female
2. Live in Jakarta
3. Have you seen a beauty vlogger's review

This means that the minimum sample size should be 10 times the maximum number of formative indicators used to calculate one latent variable, or 10 times the maximum number of structural routes aimed at such latent variables in a structural model (Sarwono & Narimawati, 2015).

## **Data Collection**

The selected data collection for this study is primary data. The researcher collected data by distributing the questionnaire through Google Form, an online survey tool. The survey was circulated via social media platforms such as Twitter, Instagram, and WhatsApp.

A questionnaire is a set of written statements or questions that let respondents to react based on their own personal experiences (Sekaran & Bougie, 2010). There are two sorts of surveys according to Sugiyono (2017), closed and open questionnaires. This study's questionnaire is a closed form containing a list of statements from which respondents can select and submit their replies.

The researcher also used a Likert scale for the questions. Likert scale measures attitudes, perceptions, and group judgments of the social environment. Using a five-point Likert Scale, respondents are able to express a greater diversity of ideas (Wahyudi et al., 2018).

This questionnaire consists of eight sections, the first of which is a screening question asking whether the responder has ever viewed a beauty vlogger's review video. The second section consists of Age, Residency, Monthly Income, Occupation, The Most Influential Beauty Vlogger, and Preferred Cosmetics Brand. The third through eighth sections include statements pertaining to variables.

## **Data Analysis**

This study was analyzed utilizing the Partial Least Square-Structural Equation Model (PLS-SEM) technique and SmartPLS 3.2.8 software. SEM is a generic, linear, and cross-sectional statistical modeling method that may complete an investigation in a single run (Sarwono & Narimawati, 2015). In fact, SEM is a statistical technique for constructing and validating statistical models, most frequently causal models. Instead of elucidating, SEM acts as an analytical approach to validate.

The SmartPLS 3.2.8 software is used to examine the eight hypotheses suggested in this study. Each hypothesis will be evaluated to determine the link between the variables. PLS is a subtype of SEM that emphasizes model predictions utilizing a variance- or component-based method (Pramono et al., 2017). PLS posits that study data need not relate to a certain distribution, allowing the use of data that is not broadly dispersed. The basic objective of PLS-SEM is to maximize the endogenous latent variable (Sarwono & Narimawati, 2015).

In PLS-SEM, the accuracy of the measurement model is evaluated in order to create a fit measurement model, also known as a pre-test. To achieve this, the study must conform to the outer model estimate, which necessitates the satisfaction of three criteria: convergent validity, discriminant validity, and internal accuracy reliability.

## **Outer Model Measurement**

According to Sarwono and Narimawati (2015), the outer model is established by linking all manifested variables (indicators) to their latent variables. The outer model was calculated using the convergent validity, discriminant validity, and reliability of internal accuracy.

Next, the convergent validity of the results of the load factor and the average variance extracted (AVE) measurement model is examined (Hair et al., 2019). The outer model loading factor that indicates the relationship between item and build scores (Sarwono & Narimawati, 2015). According to Hair et al. (2019), the outer loading factor value should be

more than 0.7008. In addition, an AVE of 0.50 or above shows that the construct explains at least fifty percent of the variation in the indicators (Sarwono & Narimawati, 2015; Hair et al., 2019).

As stated by Hair et al. (2019), the Heterotrait-Monotrait (HTMT) ratio should be used to assess the discriminant validity of a model, with an HTMT value larger than 0.90 indicating that there is no discriminant validity.

Finally, Cronbach's Alpha and Composite Reliability might be used to determine the internal accuracy dependability. Cronbach's Alpha is used to determine the lower limit of a construct's dependability value, whereas Composite Reliability is used to determine the upper limit when the needed value is larger than 0.70 (Sarwono & Narimawati, 2015; Hair et al., 2019).

### ***Inner Model Measurement***

The inner model is also known as the structural model. The purpose of the inner model is to demonstrate and explain the link between latent variables in the research model by examining the  $R^2$ , T-Test, and  $Q^2$  values (Ghozali & Latan, 2015). The model's  $R^2$  value, which indicates how much the model variables impact one another, may be used to identify the structural or inner model. The greater the  $R^2$  score, the superior the prediction model given by the research model. In the inner model, parameters with  $R^2$  values of 0.75, 0.50, and 0.25 were utilized. The endogenous variables in the structural model can be characterized as solid, moderate, or weak (Hair et al., 2019).

The route coefficient is a metric used to judge whether or not the findings of the hypothesis are accepted. In the structural model, the bootstrapping process produced a route coefficient, which is an estimated value for the path connection. T-statistic and P-value are utilized to assess hypotheses. If the T-statistic value is more than 1.96, the significance threshold is 5%, and the p-value is 0.05, the hypothesis is accepted and judged to be statistically significant (Hair et al., 2019).

$Q^2$  is used to determine the prediction accuracy of the model. To verify the correctness of the structural model projections in the research,  $Q^2$  must be larger than zero.  $Q^2$  values larger than 0, 0.25, and 0.50 are often indicative of the structural model's low, medium, and high predictive relevance (Hair et al., 2019).

## **RESULTS AND DISCUSSION**

### **Demographic Profile**

In this study, a single screening question was employed. The question is, "Have you ever seen a beauty vlogger evaluate a local lipstick brand? This study was able to exclude four responders from a total of 150, leaving just 146 to complete the questionnaire. 100 percent of individuals who completed the poll were women. 86 percent of responders were between the ages of 15 and 24 years old. 36 percent of respondents are between the ages of 15 and 24 years old, and their greatest income is between 1.5 and 3 million rupiahs. Seventy-three percent of responders are students. Tasya Farasya was selected by 68% of respondents as one of the most influential beauty vloggers.

Tasya Farasya has 3.81 million YouTube subscribers. Consequently, several women consider Tasya Farasya to be an important beauty vlogger. The preferred lipstick brand among respondents is Makeover. According to Tokopedia (2020), Makeover is one of the most popular local cosmetics companies due to its comparable quality to high-end cosmetics brands Mac but more cheap pricing. 97 percent of respondents would rather obtain information about the goods they wish to purchase from a beauty vlogger than by visiting the

store directly. Particularly during a pandemic, entering a shop increases the likelihood of catching COVID-19. Therefore, a beauty vlogger's video review is the finest source of information.

### Outer Model Result

The measurement model (outer model) describes the associations between a latent construct and its indicators. The outer model result (Table 1) indicates that six out of thirty-three indications (A3, A5, CA2, E2, E6, and PI5) are invalid since the Outer loading value is below 0.708, hence these six indicators (A3, A5, CA2, E2, E6, and PI5) should be removed from the model and reevaluated. In PLS-SEM, the validity and reliability of measurements are examined (Hair et al., 2019). Cronbach's values for construct reliability were greater than 0.60, and composite reliability (CR) values were greater than 0.70, indicating that the constructs were trustworthy (Hair et al., 2019). According to Hair, item loadings more than 0.5 for convergent validity can be classified as valid. Each construct's AVE (Average Variance Extracted) statistics varied from 0.636 and 0.670.

**Table 1. Outer Model Result**

| Construct/measured items                                                                           | Convergent Validity |       | Construct reliability |       |
|----------------------------------------------------------------------------------------------------|---------------------|-------|-----------------------|-------|
|                                                                                                    | Loadings            | AVE   | $\alpha$              | CR    |
| <i>Attractiveness</i>                                                                              |                     | 0.649 | 0.731                 | 0.847 |
| Local product's lipstick reviewed by beauty vlogger always appear on my Youtube recommendation     | 0.835               |       |                       |       |
| I like the local product's lipstick reviewed by beauty vlogger because their video is attractive   | 0.817               |       |                       |       |
| I like the review video from beauty vlogger because they are beautiful                             | 0.763               |       |                       |       |
| <i>Consumer Attitude</i>                                                                           |                     | 0.670 | 0.876                 | 0.876 |
| The local product's lipstick reviewed by beauty vlogger is likable                                 | 0.750               |       |                       |       |
| Local product's lipstick reviewed by beauty vlogger can be trusted                                 | 0.878               |       |                       |       |
| Beauty vlogger concern meets my expectation                                                        | 0.811               |       |                       |       |
| Beauty vlogger keep promises and responsibilities for the local product's lipstick quality         | 0.815               |       |                       |       |
| Local product's lipstick reviewed by the beauty vlogger is reliable                                | 0.833               |       |                       |       |
| <i>Expertise</i>                                                                                   |                     | 0.652 | 0.822                 | 0.882 |
| For me, beauty vlogger is the one who is an expert on reviewing local product's lipstick           | 0.812               |       |                       |       |
| I believe that beauty vlogger has extensive knowledge of local product's lipstick                  | 0.789               |       |                       |       |
| Beauty vlogger is a person that has a qualification in reviewing a local product's lipstick        | 0.839               |       |                       |       |
| Beauty vlogger is considered as a person who has a skill in reviewing a local product's lipstick   | 0.788               |       |                       |       |
| <i>Persuasive Capabilities</i>                                                                     |                     | 0.639 | 0.811                 | 0.876 |
| Beauty vloggers always try local product's lipstick before reviewing it on Youtube                 | 0.778               |       |                       |       |
| Beauty vloggers are able to influence their subscribers & viewers                                  | 0.748               |       |                       |       |
| I trust beauty vloggers because of their appearance                                                | 0.813               |       |                       |       |
| I trust every local product's lipstick that reviewed by beauty vlogger                             | 0.846               |       |                       |       |
| <i>Trustworthiness</i>                                                                             |                     | 0.636 | 0.856                 | 0.897 |
| The beauty vlogger would be sincere when reviewing local product's lipstick                        | 0.837               |       |                       |       |
| The beauty vlogger would not either exaggerate or lie when reviewing local product's lipstick      | 0.814               |       |                       |       |
| The beauty vlogger would not pretend to know what she does not know about local product's lipstick | 0.824               |       |                       |       |

|                                                                                                            |       |       |       |       |
|------------------------------------------------------------------------------------------------------------|-------|-------|-------|-------|
| The beauty vlogger would not talk without grounds about local product's lipstick                           | 0.720 |       |       |       |
| The beauty vlogger would frankly present her position, thoughts, and opinion                               | 0.786 |       |       |       |
| <i>Purchase Intention</i>                                                                                  |       | 0.650 | 0.893 | 0.917 |
| I will buy the local product's lipstick reviewed by beauty vlogger in the future                           | 0.824 |       |       |       |
| I desire to buy local product's lipstick reviewed by beauty vlogger                                        | 0.848 |       |       |       |
| Beauty vlogger help me make decisions better before purchase a local product's lipstick                    | 0.758 |       |       |       |
| I prefer to buy local product's lipstick reviewed by beauty vlogger rather than traditional celebrities    | 0.801 |       |       |       |
| Beauty vlogger's review have positive influence on my purchase decisions                                   | 0.800 |       |       |       |
| Watching video review from beauty vlogger on Youtube increases my interest buying local product's lipstick | 0.802 |       |       |       |

Source: Constructed by the researcher

**Table 2. HTMT Criterion**

| Variable                       | Attractiveness | Consumer Attitude | Expertise    | Persuasive Capabilities | Purchase Intention | Trustworthiness |
|--------------------------------|----------------|-------------------|--------------|-------------------------|--------------------|-----------------|
| <b>Attractiveness</b>          | <b>0.806</b>   |                   |              |                         |                    |                 |
| <b>Consumer Attitude</b>       | 0.671          | <b>0.818</b>      |              |                         |                    |                 |
| <b>Expertise</b>               | 0.516          | 0.576             | <b>0.807</b> |                         |                    |                 |
| <b>Persuasive Capabilities</b> | 0.603          | 0.646             | 0.563        | <b>0.799</b>            |                    |                 |
| <b>Purchase Intention</b>      | 0.633          | 0.736             | 0.515        | 0.593                   | <b>0.806</b>       |                 |
| <b>Trustworthiness</b>         | 0.579          | 0.658             | 0.617        | 0.496                   | 0.549              | <b>0.797</b>    |

According to Hair et al. (2019), the HTMT value must be lower than 0.90 or smaller than 1. Based on the table 2, it can be seen that indicator used in this study have a good discriminant validity, since all the indicator has a value less than 0.85. Thus, it can be concluded that each variable is unique and different from one another.

### Inner Model Result

$R^2$  of Consumer Attitude is 0.577 which is moderate. Meaning that Consumer attitude can be explained by exogenous variable (Expertise, Trustworthiness & Attractiveness) as much as 57.7%. Meanwhile, the R of Purchase intention is 0.565, which is moderate, and stated that Purchase intention can be explained by Consumer Attitude with the percentage of 56. Other variables explain the remaining 43.5% outside of this research.

**Table 3. R- Square**

|                    | <b>R Square</b> | <b>R Square Adjusted</b> |
|--------------------|-----------------|--------------------------|
| Consumer Attitude  | 0.577           | 0.606                    |
| Purchase Intention | 0.565           | 0.539                    |

Source: Constructed by researcher

**Table 4. Path Coefficient (Direct Effects)**

|                                              | Original Sample | Standard Deviation | T Statistics | P Value |
|----------------------------------------------|-----------------|--------------------|--------------|---------|
| Expertise → Consumer Attitude                | 0.174           | 0.087              | 1.998        | 0.046   |
| Attractiveness → Consumer Attitude           | 0.396           | 0.086              | 4.595        | 0.000   |
| Persuasive Capabilities → Purchase Intention | 0.202           | 0.088              | 2.296        | 0.022   |
| Trustworthiness → Consumer Attitude          | 0.321           | 0.076              | 4.246        | 0.000   |
| Consumer Attitude → Purchase Intention       | 0.605           | 0.077              | 7.842        | 0.000   |

Source: Constructed by researcher

**Table 5. Path Coefficient (Indirect Effects)**

|                                                          | Original Sample | Standard Deviation | T Statistics | P Value |
|----------------------------------------------------------|-----------------|--------------------|--------------|---------|
| Trustworthiness → Consumer Attitude → Purchase Intention | 0.194           | 0.053              | 3.649        | 0.000   |
| Attractiveness → Consumer Attitude → Purchase Intention  | 0.240           | 0.065              | 3.709        | 0.000   |
| Expertise → Consumer Attitude → Purchase Intention       | 0.105           | 0.052              | 2.016        | 0.044   |

Source: Constructed by researcher

The research hypotheses are all accepted and significant if the T-value is greater than 1.96 and the P-value is less than 0.05 for each path. There are five paths on this study: Expertise towards Consumer Attitude, Trustworthiness towards Consumer Attitude, Attractiveness towards Consumer Attitude, Persuasive Capabilities towards Purchase Intention, and Consumer Attitude towards Purchase Intention.

As a result, shown in the table 4 and 5, Expertise, Trustworthiness and Expertise has direct and indirect influence on the local product's lipstick purchase Intention. It can be seen in table that Expertise has T-value is greater 1.96 and the P-value lower 0.05.

In order to calculate the predictive accuracy of the study model, the  $Q^2$  value is used to determine goodness of fit.

**Equation 1. Goodness of Fit Formula**

$$Q^2 = 1 - (1 - R_1^2 - R_2^2) \dots (1 - R_n^2)$$

$$Q^2 = 1 - (1 - 0.606) (1 - 0.539)$$

$$Q^2 = 0.818$$

Based on the calculation, we can see the value is 0.818 (>0). This indicates that 81.8% of the impact of purchase intention is influenced by consumer attitude, which is explained by Expertise, Trustworthiness and Attractiveness. While the other 18,2% is explained by the other factors outside of this study. Furthermore, given that the  $Q^2$  value is greater than 0.50, this analysis's results have a high predictive value.

## Discussion of Findings

Due to the t-statistic value of 1.998, which is larger than 1.96, and the p-value of 0.046, which is less than 0.05, it was determined that Expertise (E) had a significant effect on Consumer Attitude (CA). Consequently, the H1 is accepted. Prior research indicated that Expertise contributes to the formation of customer attitudes that impact purchase intent. The

findings of a previous study by Ananda and Wandebori (2016) are consistent with this theory, and this study demonstrates that the competence of beauty vloggers is one of the variables that affect consumer purchase intention.

The t-statistic value of 4.246, which is larger than 1.96, and the p-value of 0.000, which is less than 0.05, demonstrate that Trustworthiness (T) has a significant effect on Consumer Attitude (CA). Consequently, the H2 is acceptable. This demonstrates that the Trustworthiness of a beauty vlogger may impact a consumer's decision to purchase a local lipstick brand. Consistent with the research done by Ananda and Wandebori (2016), this study demonstrates that the Trustworthiness of the beauty vlogger is a characteristic that influences customer sentiment.

In conclusion, the Trustworthiness of the beauty vlogger influences the consumer's perspective, and when a beauty vlogger is considered as trustworthy, consumers have a positive attitude toward the items evaluated by the beauty vlogger.

Due to the t-statistic value of 4.595, which is larger than 1.96, and the p-value of 0.000, which is less than 0.05, it was determined that Attractiveness (A) had a significant effect on Consumer Attitude (CA). Consequently, the H3 is acceptable. According to a study by Chekima et al. (2020), the attractiveness of social media influencers effects favorably the attitude toward the ad brand. Advertisers are more likely to consider physically attractive influencers to run their brand campaigns, as influencers with attractive physiques are believed to be able to influence the positive attitude of consumers (Wang & Scheinbaum, 2018). This is consistent with the findings of this study, which indicate that the attractiveness of a beauty vlogger can affect the consumer's attitude.

In conclusion, having an appealing look is crucial in the realm of beauty; when a beauty vlogger has an attractive appearance or video, buyers are more interested in the product being reviewed and more likely to believe it. Therefore, cosmetic businesses must pick a beauty vlogger with an attractive physical appearance or the ability to create an interesting video to influence client attitudes.

The t-statistic value of 2.016, which is more than 1.96, and the p-value of 0.044, which is less than 0.05, indicate that Expertise (E), as mediated by consumer attitude (CA), has a substantial impact on Purchase Intention. Consequently, the H4 is acceptable. According to Saupi et al. (2019) study, the source of Expertise mediated via attitude toward brand can influence buy intention, indicating that attitude is something that might influence purchase intention.

In conclusion, attitude is the appropriate intermediary between beauty vlogger competence and buy intent. Customers have begun to comprehend a company's marketing strategies; consequently, local lipstick firms must employ beauty vloggers with excellent promotional abilities in order for consumers to have a favorable opinion of the product being reviewed.

The t-statistic value of 3.649, which is larger than 1.96, and the p-value of 0.000, which is less than 0.05, indicate that Trustworthiness (T), as mediated by Consumer Attitude (CA), has a substantial impact on Purchase Intention (PI). Consequently, the H5 is acceptable. This conclusion is consistent with the findings of Ananda and Wandebori (2016), who concluded that the trustworthiness of beauty vloggers is a factor that influences customer attitudes and buy intentions. Lim et al. (2017) support the notion that Trustworthiness might impact both attitude and buying intent. Since beauty vloggers are viewed as regular customers, buyers have greater faith in them than in the business itself.

In conclusion, marketers must choose a beauty vlogger with an established reputation for honesty. If a beauty vlogger's audience view them as trustworthy, whatever information

they offer will be simpler to swallow. The beauty vlogger will have a greater opportunity of influencing an individual's mindset, which will ultimately affect their purchase intent.

The t-statistic of 3.709, which is larger than 1.96, and the p-value of 0.000, which is less than 0.05, indicate that attractiveness (A), as mediated by consumer attitude (CA), has a substantial impact on purchase intention (H6). Consequently, the H6 is acceptable.

While various aspects contribute to the appeal of a beauty vlogger, our study indicated that customers are more interested in those with comparable likes. To attract more customers, marketers must comprehend consumer preferences to determine which beauty vlogger will best promote their products. It is claimed that a gorgeous beauty vlogger might influence a person's mindset, leading to increased purchase intent.

The t-statistic value of 2.296, which is larger than 1.96, and the p-value of 0.022, which is less than 0.05, indicate that persuasive capabilities (PC) have a substantial effect on purchase intention, refuting Hypothesis 7 (H7). Consequently, the H7 is acceptable. This result is consistent with Widyanto and Agusti's (2020) conclusion that persuasive talents have a substantial influence on Purchase Intention. Furthermore, according to Chaovalit (2014), it is very simple for a leader, or in this case, an influencer, to change the view and attitude of another person if they have persuasive skills. Thus, when a beauty vlogger is persuasive when evaluating a cosmetic product on YouTube, the likelihood of people purchasing the product is greater than when they are not persuasive.

In conclusion, not all beauty vloggers have persuasive capabilities when reviewing a cosmetics product; therefore, local cosmetic product companies should pay attention to how beauty vloggers review their product on YouTube; the more persuasive a beauty vlogger is, the greater the consumer's intention to purchase the product.

The t-statistic value of 7.842, which is larger than 1.96, and the p-value of 0.000, which is less than 0.05, indicate that consumer attitude (CA) has a substantial impact on purchase intention (H8). Consequently, the H8 is acceptable. This conclusion is reinforced by the work of Saupi et al. (2019) The data reveal that a customer's attitude is the most powerful element influencing their propensity to purchase. Therefore, a consumer's favorable attitude would be the key predictor of their propensity to purchase. Therefore, when a beauty vlogger is able to develop a positive attitude among clients, the likelihood of increased purchase intent increases.

## CONCLUSION AND RECOMENDATION

All hypotheses were supported, as confirmed by the results. This study includes five paths: Expertise towards Consumer Attitude, Reliability towards Consumer Attitude, Attractiveness towards Consumer Attitude, Persuasive Capabilities towards Purchase Intention, and Consumer Attitude towards Purchase Intention. In addition, Expertise, Trustworthiness, and Expertise have direct and indirect effects on the lipstick buy intention of local consumers.

This study reveals that local lipstick manufacturers employ a strategy including the endorsement of their products by beauty vloggers in order to increase customer acceptance and obtain a favorable perception. Tasya Farasya has been acknowledged as a beauty vlogger whose fans she influences. Tasya Farasya is also renowned as a beauty vlogger who is an expert in her profession. Moreover, Tasya Farasya has the persuasive power to convince many of her fans to use the items she evaluates. Therefore, local lipstick manufacturers collaborate with Tasya Farasya so that their goods are readily accepted by customers.

Future study is anticipated to be more detailed, focusing on specific brands, cosmetic products, and influencers. This study only performs research in Greater Jakarta; presumably,

future studies will be able to do research elsewhere, as each region has a distinct culture. Through in-depth interviews, it is anticipated that future study will collect more data that can also be analyzed qualitatively, so as to produce more precise and intricate results.

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## THE EFFECT OF BRAND EXPERIENCE ON BRAND EQUITY AND VISIT INTENTIONS IN VIRTUAL ALFAMIND STORE

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### ABSTRACT

Over the past decade, the retail industry has made a systematic transition, with the advent of online and mobile shopping, reshaping consumer behavior and business models around the world. The COVID-19 pandemic has changed consumer behavior in interacting with stores, so consumers will prefer virtual stores. To provide comprehensive empirical evidence for this study, the authors will review literature relevant to brand experience, their brand equity and visit intentions. Therefore, in this study, we will find out whether there is a positive influence of brand experience on brand equity and visit intentions. This study uses quantitative methods. Data was taken using Google Form which was distributed to 50 people for the preliminary study and 200 respondents for the actual research. Data collection was done by using convenience sampling. The data obtained was processed using the SmartPls 3.0 application. The results of this study indicate that there is a positive influence between sensory and brand equity. There is no positive influence between behavior on brand equity. There is a positive influence between emotional on brand equity. There is a positive influence between intellectual and brand equity. There is no positive influence between sensory and visit intentions. There is no positive influence between behavior on visit intentions. There is a positive influence between emotional on visit intentions. There is no positive influence between intellectual and visit intentions. There is a positive influence of brand equity on visit intentions.

**Keywords:** Brand Experience; Brand Equity; Visit Intentions

## INTRODUCTION

The COVID-19 pandemic has changed consumer behavior in interacting with stores, so consumers will prefer virtual stores. Virtual shopping platforms allow consumers to experiment with new value-added services. Offers such as live chat with store associates, virtual tours, quizzes and interactive games, and social shopping with friends are designed to make the online shopping experience as easy as possible. Buyers can assess and configure products in 3D, zoom in and out from various angles to evaluate product quality and suitability, and make purchases in real-time (Silversea Media Group, 2021). Companies can innovate by creating virtual stores, this can be done to overcome limitations due to current conditions, where people cannot come directly to the store.

Virtual shopping is an internet-based advancement that impacts consumer decision making. This innovation can be a strategy to change a company's inventory, enter new markets to attract new customers, and promote advertising in a competitive environment (Kumar, 2018). In the simplest terms, virtual tours bridge the gap between online and offline in-store. An experience will be created, and virtual tours can combine online and physical stores. Thus, it is not surprising that the use of virtual reality technology (virtual reality) is very large and growing, with an estimated 6 billion dollars in 2020 and an estimated 171 million users by the end of 2018 (Pizzi et al., 2019).

In the research conducted Fornari et al. (2016) explained that consumers will evaluate an online store better, if the store has an offline store, which in turn will increase brand equity. In simple terms, online and offline stores will complement each other rather than compete. An offline store can take advantage of technology by creating a virtual store (virtual store), where consumers can visit digitally (virtual tours), and feel as if they are visiting the store offline. By using 360-degree online media and applying virtual reality technology, consumers can visit without having to travel physically. Consumers can visit the store in a realistic environment, and can enhance their experience (Baek et al., 2020).

The purpose of this study is to determine the positive influence of sensory on brand equity, determine the positive influence of behavior on brand equity, determine the positive influence of emotional on brand equity, determine the positive influence of intellectual on brand equity, and determine the positive influence of sensory on visit intentions, to determine the positive impact between behavioral and visit intentions, to determine the positive influence between emotional and visit intentions, to determine the positive influence between intellectual and visit intentions, to determine the positive influence of brand equity on visit intentions customers. In addition, Alfamind provides the sensation of shopping like in a real store so that marketing products can be more interesting and fun and can provide a brand experience to consumers who visit. So that it will indirectly promote the store to other consumers and create brand equity and visit intentions. Traditional shops are experiencing a reduction in in-store customers as consumers spend more time buying online. Based on a well-known brand experience account, we suggest that a virtual tour of a store could influence brand equity and encourage store visit intentions, helping the industry in the omnichannel era.

## LITERATURE REVIEW

### Brand Experience

Brand Experience refers to internal consumer responses (e.g. sensations, feelings, and cognitions) subjectively and behavioral responses evoked by brand-related stimuli (Baek et al., 2020). Brand experience defined as the consumer's subjective internal responses

(sensations, feelings, and cognitions) and behavioral responses induced at various levels of interaction, both direct and indirect, with brand-related stimuli (Gao & Lan, 2020). Brand experience are sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of the brand's design and identity, packaging, communication, and environment (Hepola et al., 2017).

There are four dimensions of brand experience from a multidimensional perspective (Baek et al., 2020):

1. Sensory

Due to brand stimulation, consumers form a certain brand perception after experiencing the brand. Among the various brand stimuli, sensory stimuli are the main ones. For brand management, sensory stimuli appeal to the five human senses (sight, hearing, touch, smell, and taste) and have great potential to build strong and unique impressions in consumers' minds (Gao & Lan, 2020). Sensory experience refers to bodily sensations based on five sensory modalities, namely, visual, auditory, olfactory, taste and tactile senses (Baek et al., 2020). Brand Experience Sensory brands have received increasing attention from researchers, who have stated that sensory brand experiences can promote process and Brand Equity.

2. Behavioral

Behavioral experience refers to motor responses to stimuli, such as engaging in physical activity, lifestyle and interactions with brands (Baek et al., 2020).

3. Emotional

Emotional experience refers to the sentiments and emotions caused by the brand stimulus. Emotions also arise from cognitive assessments of events or one's own thoughts (Hepola et al., 2017). Emotions have an important role in the differentiation and provision of better experiences because emotions are mental states of readiness arising from the assessment of events that enable individuals to give meaning to brands (Moreira et al., 2017).

4. Intellectual

Intellectual experience refers to thought processes or the stimulation of ideas. Morgan-Thomas & Veloutsou (2013) used the concept of online brand experience to investigate individual responses to online brands. In this study, researchers will explore the brand experience evoked by a visit to a virtual store, which can be referred to as the experience of visiting a store. By visiting a virtual store, visitors will get a sensory, physical, emotional, and intellectual store experience.

## **Brand Equity**

Brand equity is a brand advantage that has just been demonstrated by consumers and is a major determinant of brand success (Baek et al., 2020). Brand equity can be seen as the added value associated with a particular product by the thoughts, words and actions of consumers and the different consumer responses between branded and unbranded products when both have the same level of marketing arousal and product attributes (Hepola et al., 2017).

## **Visit Intentions**

Consumers visit shopping centers for several reasons such as to socially communicate with others, to relax and have fun, to buy goods, and so on. All of these activities have a positive impact on their minds and affect their intention to visit again (Badar & Irfan, 2018).

According to Kusuma & Marta (2016), intention is one of the psychological aspects that has a considerable influence on behavioral attitudes and intentions are also a source of

motivation that will direct someone to take an action. Leri & Theodoridis (2019) defines behavioral intention as the degree to which a person plans to do or not consciously perform some behavior in the future. Although behavioral intentions do not always lead to actual behavior, the stronger the intention, the more likely an individual is to perform certain behaviors.

Clemens et al. (2009) explained that basically behavioral intentions are related to customer retention (length of relationship with customers) and customer loyalty. Wahyuningsih (2011) said that behavioral intentions occur when consumers buy a product or service for the second or more time at the same place, and it is because of this experience that consumers come back to make a purchase.

## **Hypothesis Development**

### ***Brand Experience and Brand Equity***

Many studies on the relationship between brand equity and brand experience have been carried out, such as that of Xixiang et al. (2016), Iglesias et al. (2019), and Shahzad et al. (2019). Consistent with the idea that brand experience positively affects brand-consumer relationships (Jones & Runyan, 2013). Brand equity can reflect consumers' thoughts, feelings, and actions towards brands, and thus in this study, researchers can explore how sensory, emotional, intellectual, and behavioral brand experiences shape brand equity. In particular, sensory experience was found to be an important determinant of brand equity (Baek et al., 2020).

Based on this, the hypotheses proposed in this study are as follows

H1a = There is a positive influence between sensory on brand equity

H1b = There is a positive influence between behavior on brand equity

H1c = There is a positive influence between emotional and brand equity

H1d = There is a positive influence between intellectual and brand equity

### ***Brand Experience and Visit Intentions***

Brand experience can positively influence consumers' willingness to shop with a brand. In an online context where a computer-mediated environment enables real-time brand interactivity and experience (Baek et al., 2020). The emergence of positive emotions, such as excitement, excitement, and pleasure, may depend on the consumer's prior recommendations during a store visit. That is, the previous consumer experience with the store can reduce novelty for new consumers who visit the store for the second or next time through the virtual store (Jin et al., 2021).

Based on this, the hypotheses proposed in this study are as follows:

H2a = There is a positive influence between sensory on visit intentions

H2b = There is a positive influence between behavior on visit intentions

H2c = There is a positive influence between emotional and visit intentions

H2d = There is a positive influence between intellectual and visit intentions

### ***Brand Equity and Visit Intentions***

Brand equity is an important driver of behavioral intention. The definition itself involves a consumer's predilection for a brand that can lead to a preference or purchase intention because of the added value to its brand name (Baek et al., 2020). The virtual experience of the store will build the brand equity of the destination and consequently, the brand equity will lead to their intention to visit the store.

Based on this, the hypotheses proposed in this study are as follows:

H3 = There is a positive influence of brand equity on visit intentions

## RESEARCH METHOD

### Types of research

The type of research used is quantitative research with an explanatory format. Explanation is intended to explain a generalization of the sample to the population, or explain the relationship, difference or influence of one variable on another. Therefore, research with an explanatory format uses samples and hypotheses in the research. Research with this explanatory format can be done through surveys (Abdullah, 2015).

### Research Design

The research design used is a causality research design. Causality research design is a research design designed to examine the possibility of a causal relationship between variables. In this design, the causal relationship is generally predictable by the researcher, so that the researcher can state the classification of causal variables, intermediate variables, and dependent or dependent variables (Abdullah, 2015).

### Population and Sample

This research uses *purposive sample*. Sampling aims (*purposive sample*) is not based on strata, random, or region, but is based on a specific goal. The use of this technique is usually done due to several considerations, including due to limited time, energy, and cost, so it is not possible to take large and distant samples (Abdullah, 2015). The following criteria are used for sampling, as follows:

1. Alfamind application users who live in Jakarta and surrounding areas
2. Have been using the Alfamind app for the last 1 year

According to Raykov & Marcoulides (2006), the sample gain can be calculated using a method by multiplying the number of indicators by 10 times. Based on this study, which uses 20 indicators, the sample taken is the number of parameters or indicators multiplied by 10. The minimum number of samples in this study is 20 (indicators) multiplied by 10, namely 200 respondents, namely Alfamind application users in Jakarta and Tangerang.

### Data analysis technique

The data analysis technique in this research is SEM analysis. Equation modeling Structural Equation Modeling (SEM) is a statistical technique for testing and estimating causal relationships using a combination of statistical data and qualitative causal assumptions (Abdullah, 2015). SEM is a further development of Path analysis. In the SEM method the causality relationship between exogenous variables and endogenous variables can be determined more completely. By using SEM, not only can the causality relationship (direct and indirect) on the observed variables or constructs be detected, but also the components that contribute to the formation of the construct can be determined. Thus the causal relationship between the variables or constructs that we are studying becomes more informative, complete, and accurate (Abdullah, 2015).

## RESULTS AND DISCUSSION

### Research Result

#### *Demographic Profile*

In this study, the questionnaire was distributed to users of the Alfamind Store application in Jakarta, through the dissemination of questionnaires, obtained respondent profiles based on gender, age, occupation and the number of times respondents visited the Alfamind application in the last 6 months.

**Gender.** Based on gender, out of a total of 200 respondents, there were 69 respondents who were male (34.5%) and 131 respondents were female (65.5%). Thus, it can be concluded that the majority of respondents to this study are female. The percentage of the number of respondent profiles by gender can be seen in the following table:

**Table 1. Respondents' Profiles by Gender**

| Gender | Frequency | Percentage |
|--------|-----------|------------|
| Man    | 69        | 34.5%      |
| Woman  | 131       | 65.5%      |
| Total  | 200       | 100.0%     |

**Age.** Based on age, out of a total of 200 respondents, there were 62 respondents (31%) aged 18–25 years, as many as 111 respondents (55.5%) aged 26–33 years and as many as 27 respondents (13.5%) aged > 33 years. Thus, it can be concluded that the majority of respondents to this study have the age of 26–33 years. The percentage of the number of respondents' profiles by age can be seen in the following table:

**Table 2. Respondents' Profiles by Age**

| Age              | Frequency | Percentage |
|------------------|-----------|------------|
| 18– 25 years old | 62        | 31%        |
| 26–33 years old  | 111       | 55.5%      |
| > 33 years old   | 27        | 13.5%      |
| Total            | 200       | 100,0%     |

**Work.** Based on employment, out of a total of 200 respondents, 8 respondents (4%) were students, 103 respondents (51.5%) were students, and 89 respondents (44.5%) were others. Thus, it can be concluded that the majority of respondents to this study have jobs as students. The percentage of the number of respondent profiles based on the last education can be seen in the following table:

**Table 3. Respondents' Profiles by Last Education**

| Work                   | Frequency | Percentage |
|------------------------|-----------|------------|
| College Students       | 8         | 4%         |
| Undergraduate Students | 103       | 51.5%      |
| Other                  | 89        | 44.5%      |
| Total                  | 200       | 100.0%     |

At this stage, a validity test is carried out using *SmartPLS*. The validity test carried out is the validity of the construct. Testing the validity of the construct can be carried out by paying attention to the strongness of the correlation between the construct and the construct-forming indicators, as well as its weak relationship with other constructs.

### Outer Model

The *outer value* of the model can be seen from *the loading factor* for each construct indicator. *The rule of thumb* used to assess reliability is that the value of the *loading factor* must be greater than 0.7.

**Table 4. Loading Factor**

| Variables       | Indicators | Factor Loading | Average Variance Extracted (AVE) | Results |
|-----------------|------------|----------------|----------------------------------|---------|
| Behavioural     | B1         | 0.819          | 0.653                            | Valid   |
|                 | B2         | 0.846          |                                  |         |
|                 | B3         | 0.757          |                                  |         |
| Brand Equity    | BE1        | 0.746          | 0.722                            | Valid   |
|                 | BE2        | 0.820          |                                  |         |
|                 | BE3        | 0.871          |                                  |         |
|                 | BE4        | 0.948          |                                  |         |
| Emotional       | E1         | 0.869          | 0.753                            | Valid   |
|                 | E2         | 0.925          |                                  |         |
|                 | E3         | 0.805          |                                  |         |
| Intellectual    | I1         | 0.880          | 0.758                            | Valid   |
|                 | I2         | 0.915          |                                  |         |
|                 | I3         | 0.813          |                                  |         |
| Sensory         | S1         | 0.935          | 0.805                            | Valid   |
|                 | S2         | 0.907          |                                  |         |
|                 | S3         | 0.848          |                                  |         |
| Visit Intention | V1         | 0.883          | 0.702                            | Valid   |
|                 | V2         | 0.872          |                                  |         |
|                 | V3         | 0.713          |                                  |         |
|                 | V4         | 0.871          |                                  |         |

From table 4, it appears that all indicators have a *loading factor* value of  $> 0.7$ . This means that the indicators of variables or constructs in the table are valid. The table above shows that all variables have an AVE value  $> 0.5$  so it can be said to be valid.

### Heterotrait-Monotrait Ratio (HTMT)

The next discriminant validity test uses *the Heterotrait-Monotrait Ratio* (HTMT), which is the value used to measure the validity of construct discriminants measured reflectively compared to other construct sizes in the same model (Hair et al., 2021). HTMT is defined as the average value of the indicator correlation across constructs (i.e., heterotrait-heteromethod correlation) relative to the average (geometric) of the mean correlation for indicators measuring the same construct (i.e., monotrait-heteromethod correlation) (Hair et al., 2021).

**Table 5. Discriminant Validity Test**

|                 | Behavioural | Brand Equity | Emotional | Intellectual | Sensory | Visit Intention |
|-----------------|-------------|--------------|-----------|--------------|---------|-----------------|
| Behavioural     |             |              |           |              |         |                 |
| Brand Equity    | 0.818       |              |           |              |         |                 |
| Emotional       | 0.772       | 0.865        |           |              |         |                 |
| Intellectual    | 0.727       | 0.913        | 0.843     |              |         |                 |
| Sensory         | 1.007       | 0.896        | 0.680     | 0.815        |         |                 |
| Visit Intention | 0.803       | 0.949        | 0.937     | 0.809        | 0.794   |                 |

The measurement of Heterotrait-Monotrait Ratio (HTMT) can be said to have good discriminate validity if the HTMT value  $< 0.9$ . From the results above, there is a variable relationship that has an HTMT value of  $> 0.9$ , namely *Behavioural* to *Sensory*, *Brand Equity* to *Intellectual* and *Visit intentions*, *Emotional* to *Visit intentions*. So, it can be said to have a bad discriminate validity value. While other variable relationships explain that it has a good discriminate validity value.

Furthermore, HTMT measurements are carried out by bootstrapping to obtain a confidence interval that allows an assessment of whether the value differs significantly from a certain threshold (Hair et al., 2021). Here is the calculation of HTMT after bootstrapping.

**Table 6. Heterotrait-Monotrait Ratio**

|                                 | Original Sample (O) | Sample Mean (M) | 5.0%  | 95.0% |
|---------------------------------|---------------------|-----------------|-------|-------|
| Brand Equity -> Behavioural     | 0.818               | 0.814           | 0.722 | 0.888 |
| Emotional -> Behavioural        | 0.772               | 0.775           | 0.658 | 0.893 |
| Emotional -> Brand Equity       | 0.865               | 0.862           | 0.796 | 0.916 |
| Intellectual -> Behavioural     | 0.727               | 0.728           | 0.616 | 0.830 |
| Intellectual -> Brand Equity    | 0.913               | 0.912           | 0.872 | 0.950 |
| Intellectual -> Emotional       | 0.843               | 0.839           | 0.769 | 0.898 |
| Sensory -> Behavioural          | 1.007               | 1.016           | 0.957 | 1.091 |
| Sensory -> Brand Equity         | 0.896               | 0.895           | 0.852 | 0.932 |
| Sensory -> Emotional            | 0.680               | 0.680           | 0.581 | 0.774 |
| Sensory -> Intellectual         | 0.815               | 0.815           | 0.745 | 0.881 |
| Visit Intention -> Behavioural  | 0.803               | 0.799           | 0.703 | 0.880 |
| Visit Intention -> Brand Equity | 0.949               | 0.946           | 0.894 | 0.991 |
| Visit Intention -> Emotional    | 0.937               | 0.935           | 0.880 | 0.984 |
| Visit Intention -> Intellectual | 0.809               | 0.805           | 0.738 | 0.862 |
| Visit Intention -> Sensory      | 0.794               | 0.792           | 0.724 | 0.847 |

The data above explains that it has a good discriminate validity value, because the Heterotrait-Monotrait Ratio (HTMT) value is still within the range of HTMT values  $< 0.9$ . However, the sensory variable Heterotrait-Monotrait Ratio (HTMT) value is still in the range of 0.9–1, so it can be said that the discriminant validity value is not good.

### Composite Reliability dan Cronbach's Alpha

Reliability testing in *SmartPLS* can be done by looking at the *Composite Reliability value*. The following are the *composite reliability* values and *Cronbach's Alpha*:

**Table 7. Composite Reliability**

|                 | <i>Composite Reliability</i> | <i>Cronbach's Alpha</i> | Result   |
|-----------------|------------------------------|-------------------------|----------|
| Behavioural     | 0.849                        | 0.736                   | Reliable |
| Brand Equity    | 0.911                        | 0.869                   | Reliable |
| Emotional       | 0.901                        | 0.835                   | Reliable |
| Intellectual    | 0.904                        | 0.840                   | Reliable |
| Sensory         | 0.925                        | 0.879                   | Reliable |
| Visit Intention | 0.903                        | 0.857                   | Reliable |

From the table above, it can be seen that the *composite reliability* values of each variable are very reliable because they have *composite reliability* above 0.7. This has the intention of measuring the internal consistency for each variable. Indicators of all variables are considered reliable to be used as research instruments. The table above shows the results of the reliability test of all variables in this study can be declared reliable because the value of *cronbach's alpha* meets the predetermined value of the rule of thumb, which is a value greater than 0.7.

### Q2 Predictive Relevance

Q2 predictive relevance is used to present the synthesis of validation and fitting functions with predictions from manifest variables and estimates from construct parameters. Q2 Predictive Relevance values of 0.002, 0.15 and 0.35 indicate that the model is weak, moderate, strong. The value of  $Q^2 > 0$  indicates that the model has predictive relevance, while  $Q^2 < 0$  indicates that the model lacks predictive relevance (Ghozali & Latan, 2015). The value of Q2 can be seen in the following table.

**Table 8. Q predicy**

|                 | $Q^2 (=1-SSE/SSO)$ |
|-----------------|--------------------|
| Brand Equity    | 0.516              |
| Visit Intention | 0.506              |

From the table above, it shows that the Q2 Predictive Relevance value for *sensory*, *behavioural*, *emotional* and *intellectual* towards *brand equity* is in a strong model. For *sensory*, *behavioural*, *emotional* and *intellectual* towards *visit intentions* are on a strong model.

### Structural Model Testing

Testing of the inner model or structural model is carried out to see the relationship between the construct, significance value and R-square of the research model. The structural model was evaluated using R-square for the dependent construct of the t-test and the significance of the coefficients of the structural path parameters.

## R-Square Test Results

In assessing the model with PLS, it begins by looking at the R-square for each dependent latent variable. Table 9 is the result of R-square estimation using SmartPLS.

**Table 9. R Square**

|                        | R Square |
|------------------------|----------|
| <b>Brand Equity</b>    | 0.768    |
| <b>Visit Intention</b> | 0.774    |

Source: PLS Data Processing Results (2022)

R-square value of the Brand Equity variable of 0.768 and Visit Intention of 0.774. The higher the R-square value, the greater the ability of the exogenous variable to be explained by the endogenous variable so that the better the structural equation. For the Brand Equity variable, it has an R-square value of 0.768 which means 76.8% variance Brand Equity is capable of being explained by Sensory, Behavioural, Emotional, and Intellectual variables while the rest is explained by other variables outside the research model. The Visit Intention variable has an R-square value of 0.774 which means 77.4% visit intentions variances are capable of being explained by Sensory, Behavioural, Emotional, and Intellectual variables while the rest are explained by other variables outside the research model.

## Hypothesis Testing Results

Hypothesis testing is used to test the effect of exogenous variables (x) on endogenous variables (y) by looking at the t-values on each path. The t-count value is obtained from the results of data processing using a procedure called bootstrapping, SmartPLS can produce t-Statistics of Path Coefficients (Inner Model) and T-Statistics of Outer Loadings to test the significance of the structural model and measurement model. By using a one-sided t-table, a significance level of 5%, it is known that the t-table, which is 1.65, the path coefficient will be said to be significant if the t-statistic is greater than t-table and is said to be insignificant if the t-statistic is smaller than t-table.

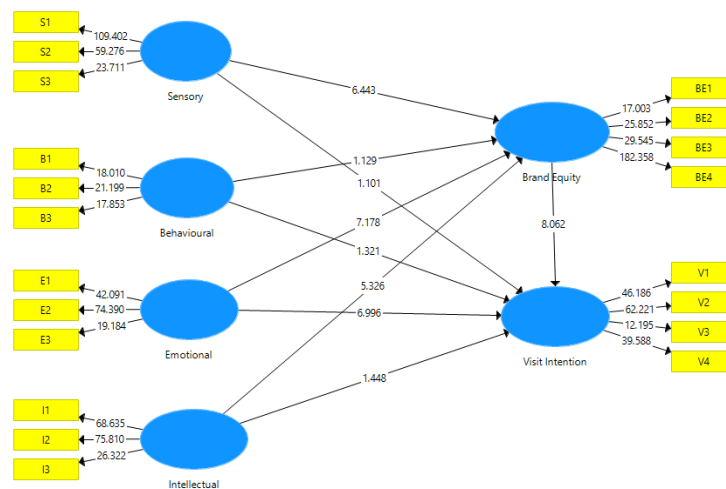
**Table 10. Mean, STDEV, T-Values, P-Values**

| Hypothesis |                               | <i>Original Sample</i> | <i>t Statistics</i> | <i>p values</i> | Results   |
|------------|-------------------------------|------------------------|---------------------|-----------------|-----------|
| 1a         | Sensory -> Brand Equity       | 0.458                  | 6.443               | <b>0.000</b>    | Supported |
| 1b         | Behavioral -> Brand Equity    | -0.079                 | 1,129               | <b>0.130</b>    | Rejected  |
| 1c         | Emotional -> Brand Equity     | 0.336                  | 7.178               | <b>0.000</b>    | Supported |
| 1d         | Intellectual -> Brand Equity  | 0.268                  | 5.326               | <b>0.000</b>    | Supported |
| 2a         | Sensory -> Visit Intention    | 0.082                  | 1.101               | <b>0.136</b>    | Rejected  |
| 2b         | Behavioral -> Visit Intention | 0.078                  | 1.321               | <b>0.094</b>    | Rejected  |
| 2c         | Emotional -> Visit            | 0.371                  | 6,996               | <b>0.000</b>    | Supported |

|    | Intention                       |        |       |              |           |
|----|---------------------------------|--------|-------|--------------|-----------|
| 2d | Intellectual -> Visit Intention | -0.063 | 1,448 | <b>0.074</b> | Rejected  |
| 3  | Brand Equity -> Visit Intention | 0.495  | 8.062 | <b>0.000</b> | Supported |

Source: PLS Data Processing Results (2022)

From the hypothesis test, it produces the inner model as follows:



**Figure 1. Inner Model**  
Source: Processed data (2022)

## Discussion

This research is a model replication study of the model used by Baek et al. (2020). With the following results:

### *Discussion of Hypothesis 1a*

The results of the research on the first hypothesis, namely "Brand Experience has a positive effect on Brand Equity" indicate that the results obtained are the influence between Sensory on Brand Equity is significant with a t-statistic of  $6.443 > 1.65$ , then hypothesis 1a is accepted.

The direction of the relationship between Sensory and Brand Equity is positive with the original sample estimate value of 0.458, where if Sensory increases by one scale unit, it can increase Brand Equity by 0.458 scale unit.

The results of this study are statistically accepted, but are not supported by research by Baek et al. (2020). Research conducted by Baek et al. (2020) shows that the sensory dimension has no effect on brand equity, while in this study, the sensory dimension has an influence on brand equity. This shows that Alfamind visitors have a visual impression as an addition to brand equity. The results of this study are also new findings that can be used as a reference for further research.

### ***Discussion of Hypothesis 1b***

The results obtained from the influence of Behavioral on Brand Equity are not significant with a t-statistic of  $1.129 < 1.65$ , so hypothesis 1b is rejected. The direction of the relationship between Behavioral and Brand Equity is negative with the original sample estimate value is -0.079, where if Behavior increases by one scale unit, it can reduce Brand Equity by 0.079 scale unit.

The results of this study were statistically rejected, but supported by research by Baek et al. (2020). Research conducted by Baek et al. (2020) shows that the behavioral dimension also has no effect on brand equity. The results of this study indicate that the Alfamind application cannot be used as brand equity because it is likely that respondents are more comfortable coming directly to a physical store or using other e-commerce sites that already have reliable brand equity.

### ***Discussion of Hypothesis 1c***

The results obtained from the effect of Emotional on Brand Equity is significant with a t-statistic of  $7.178 > 1.65$ , so hypothesis 1c is accepted. The direction of the relationship between Emotional and Brand Equity is positive with the original sample estimate value of 0.336, where if Emotional increases by one scale unit, it can increase Brand Equity by 0.336 scale units.

The results of this study are consistent with research by Baek et al. (2020). This shows that visiting Alfamind creates experiences and opinions for brand evaluation by consumers.

### ***Discussion of Hypothesis 1d***

The results obtained from the influence between Intellectual on Brand Equity is significant with a t-statistic of  $5.326 > 1.65$ , so hypothesis 1d is accepted. The direction of the relationship between Intellectual and Brand Equity is positive with the original sample estimate value, namely 0.268, where if Intellectual increases by one scale unit, it can increase Brand Equity by 0.268 scale unit

The results of this study are consistent with research by Baek et al. (2020). This shows that visiting Alfamind adds brand equity to Alfamind by creating curiosity and providing solutions to consumer problems.

Simultaneously, the results show that the relationship between brand equity and brand experience is consistent with the idea that brand experience positively affects brand-consumer relationships (Jones & Runyan, 2013), although in some dimensions the Brand Experience shows different results. Brand equity can reflect consumers' thoughts, feelings, and actions towards brands, and thus in this study, researchers can explore how sensory, emotional, intellectual, and behavioral brand experiences shape brand equity. In particular, sensory experience was found to be an important determinant of brand equity (Baek et al., 2020).

### ***Discussion of Hypothesis 2a***

The results of the research on the second hypothesis, namely "Brand Experience has a positive effect on Visit Intentions" indicate that the results obtained from the influence of Sensory on Visit intentions are not significant with a t-statistic of  $1.101 < 1.65$ , so hypothesis 2a is rejected. The original sample estimate value is positive, namely 0.082, where if Sensory increases by one scale unit, it can increase Visit intentions by 0.082 scale units

The results of this study are not consistent with the research by Baek et al. (2020). Research conducted by Baek et al. (2020) shows that the sensory dimension has an influence

on visit intentions, while in this study, the sensory dimension has no effect on visit intentions. This shows that Alfamind visitors do not have a visual impression when visiting the Alfamind application. The results of this study are also new findings that can be used as a reference for further research.

### ***Discussion of Hypothesis 2b***

The results obtained from the influence between Behavioral and Visit intentions are not significant with a t-statistic of  $1.321 < 1.65$ , so hypothesis 2b is rejected. The original sample estimate value is positive, namely 0.078, where if Behavior increases by one scale unit, it can increase Visit intentions by 0.078 scale unit.

The results of this study are not consistent with the research by Baek et al. (2020). Research conducted by Baek et al. (2020) shows that the behavioral dimension has an influence on visit intentions, while in this study, the behavioral dimension has no effect on visit intentions. The results of this study indicate that visiting Alfamind cannot be used as a habitual behavior because it is possible that respondents are more comfortable coming directly to physical stores. In addition, respondents also visited Alfamind not based on their own desires, meaning that respondents visited because of encouragement from other people. The results of this study are also new findings that can be used as a reference for further research.

### ***Discussion of Hypothesis 2c***

The results obtained from the influence between Emotional and Visit intentions are not significant with a t-statistic of  $6.996 > 1.65$ , so hypothesis 2c is accepted. The original sample estimate value is positive, namely 0.371, where if Emotional increases by one scale unit, it can increase Visit intentions by 0.371 scale units.

The results of this study are accepted, but not supported by research by Baek et al. (2020). Research conducted by Baek et al. (2020) shows that the emotional dimension has no effect on visit intentions, while in this study, the emotional dimension has an influence on visit intentions. This shows that consumers who visit Alfamind feel emotionally strong when visiting Alfamind.

### ***Discussion of Hypothesis 2d***

The results obtained from the influence between Intellectual on Visit intentions are significant with a t-statistic of  $1.448 < 1.65$ , so hypothesis 2d is rejected. The original sample estimate value is negative, namely -0.063, where if Intellectual increases by one scale unit, it can reduce Visit intentions by 0.063 scale unit.

The results of this study were rejected, but consistent with the research by Baek et al. (2020). This shows that visiting Alfamind does not fully describe curiosity and solutions to consumer problems as a whole.

Simultaneously, the research results show that Brand Experience can affect the Visit intentions of Alfamind application users, although several dimensions of Brand Experience show different results. Because after all, virtual stores cannot fully describe their store environment through their website or in reality. The emergence of positive Brand Experiences, such as excitement, excitement, and pleasure, may depend on the consumer's previous recommendations when visiting the store. That is, the previous consumer experience with the store can reduce novelty for new consumers who visit the store for the second or next time through the virtual store (Jin et al., 2021).

### ***Discussion of Hypothesis 3***

The results of the research on the third hypothesis, namely "Brand Equity has a positive effect on Visit intentions" indicate that the influence of Brand Equity on Visit intentions is significant with a t-statistic of  $8.062 > 1.65$ , so hypothesis 3 is accepted. The original sample estimate value is positive, namely 0.495, where if Brand Equity increases by one scale unit, it can increase Visit intentions by 0.495 scale unit.

The results of this hypothesis are in line with the results of the hypothesis from previous research conducted by Baek et al. (2020). Brand Equity is an important driver of behavioral intention. The definition itself involves a consumer's predisposition to a brand that can lead to a preference or purchase intention because of the added value to its brand name (Baek et al., 2020). The results of this study indicate that consumers feel that the Alfamind application is a better application than other applications when consumers visit the Alfamind application.

## **CONCLUSION**

### **Conclusion**

Based on the analysis obtained through SmartPLS, the following conclusions can be drawn:

1. H1a = There is positive influence between sensory on brand equity with t-statistic of  $6.443 > 1.65$ . The direction of the relationship between Sensory and Brand Equity is positive with the original sample estimate value of 0.458, so hypothesis 1a is accepted but not supported. This means that Alfamind visitors have a visual impression as an addition to brand equity.
2. H1b = There is no positive effect between behavior on brand equity with a t-statistic of  $1.129 < 1.65$ . The direction of the relationship between Behavioral and Brand Equity is negative with the original sample estimate value of -0.079, so hypothesis 1b is rejected but supported. This means that the Alfamind application cannot be used as brand equity because it is possible that respondents are more comfortable coming directly to physical stores.
3. H1c = There is positive influence between emotional on brand equity with t-statistic of  $7.178 > 1.65$ . The direction of the relationship between Emotional and Brand Equity is positive with the original sample estimate value of 0.336, so hypothesis 1c is accepted and supported. This means that visiting Alfamind creates experiences and opinions for brand evaluation by consumers.
4. H1d = There is positive influence between intellectual on brand equity with t-statistic of  $5.326 > 1.65$ . The direction of the relationship between Intellectual and Brand Equity is positive with the original sample estimate value of 0.268, so hypothesis 1d is accepted and supported. This means that visiting Alfamind adds brand equity to Alfamind by creating curiosity and providing solutions to consumer problems.
5. H2a = There is no positive influence between sensory on visit intentions with a t-statistic of  $1.101 < 1.65$  and the original sample estimate value is positive, namely 0.082, so hypothesis 2a is rejected and not supported. This means that Alfamind visitors do not have a visual impression when visiting the Alfamind application.
6. H2b = There is no positive effect between behavior on visit intentions with a t-statistic of  $1.321 < 1.65$  and the original sample estimate value is positive, namely 0.078, so hypothesis 2b is rejected and not supported. This means that visiting Alfamind

- cannot yet be used as a habitual behavior because it is likely that respondents are more comfortable coming directly to physical stores.
7. H2c = There is positive influence between emotional on visit intentions with a t-statistic of  $6.996 > 1.65$  and the original sample estimate value is positive, namely 0.371, so hypothesis 2c is accepted but not supported. This means that consumers who visit Alfamind feel emotionally strong when visiting Alfamind.
  8. H2d = There is no positive influence between intellectual and visit intentions with a t-statistic of  $1.448 < 1.65$  and the original sample estimate value is negative, namely -0.063, so the 2d hypothesis is rejected but supported. This means that visiting Alfamind does not fully describe curiosity and solutions to consumer problems as a whole.
  9. H3 = There is positive influence of brand equity on visit intentions with a t-statistic of  $8.062 > 1.65$  and the original sample estimate value is positive, namely 0.495, so hypothesis 3 is accepted and supported. This means that consumers feel that the Alfamind application is a better application than other applications when consumers visit the Alfamind application.

### **Managerial Implications**

Based on the results of this study, the results of the managerial implications are expected to contribute recommendations to the company, namely:

Sensorily, companies facing a decline in store visitors could benefit from this research by incorporating engaging, more experience-oriented content into brand communications. Providing consumers with a sensory and behavioral brand experience can help drive visits to virtual stores.

Behaviorally, Alfamind can introduce virtual stores through social media by providing promotions such as easy payment methods, guarantee after sales, discounts and others. The move can also build new stores without the expensive investment of reaching customers, so they can serve as positive virtual experiences that promote visit intent.

Emotionally, companies can also provide virtual tours interactively 360 degrees to customers through their mobile applications. Providing an unforgettable virtual tour experience that will create strong opinions and feelings, it can increase brand equity and ultimately promote visit intentions.

Intellectually, basically, the Alfamind app is easy to adopt and compatible with most devices (e.g. computer screens and mobile phones). So that it can make it easier for consumers and provide solutions to consumer problems. It can be maintained and improved. Thus, this technique allows a great opportunity to promote a store.

### **Suggestions for Further Research**

Based on the research results that have been described and discussed, the researchers suggest several things in the form of guidelines that can be built in conducting further research by other researchers so that they can be even better, namely:

1. Use more respondents with wider geographic locations and can use longitudinal research to get more accurate results because different geographies will contain different characteristics and longer time can help to analyze more deeply too.
2. Use other subjects, so that better results can be found than previous studies.
3. You can add other variables, such as demographics to be used as control variables or you can also add a trust variable to see if consumers trust this application.

It is hoped that further research can be carried out using probability sampling techniques, where all elements of the population have the same opportunity to be selected as samples. Thus, the results of the study can be generalized.

## APPENDIX

### R Square

|                 | R Square |
|-----------------|----------|
| Brand Equity    | 0.768    |
| Visit Intention | 0.774    |

### Mean, STDEV, T-Values, P-Values

| Hypothesis |                                 | Original Sample | t Statistics | p values | Results   |
|------------|---------------------------------|-----------------|--------------|----------|-----------|
| 1a         | Sensory -> Brand Equity         | 0.458           | 6.443        | 0.000    | Supported |
| 1b         | Behavioral -> Brand Equity      | -0.079          | 1,129        | 0.130    | Rejected  |
| 1c         | Emotional -> Brand Equity       | 0.336           | 7.178        | 0.000    | Supported |
| 1d         | Intellectual -> Brand Equity    | 0.268           | 5.326        | 0.000    | Supported |
| 2a         | Sensory -> Visit Intention      | 0.082           | 1.101        | 0.136    | Rejected  |
| 2b         | Behavioral -> Visit Intention   | 0.078           | 1.321        | 0.094    | Rejected  |
| 2c         | Emotional -> Visit Intention    | 0.371           | 6,996        | 0.000    | Supported |
| 2d         | Intellectual -> Visit Intention | -0.063          | 1,448        | 0.074    | Rejected  |
| 3          | Brand Equity -> Visit Intention | 0.495           | 8.062        | 0.000    | Supported |

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## **ANTECEDENTS OF PATIENT EXPERIENTIAL SATISFACTION AND ITS IMPACT ON PATIENT LOYALTY (A STUDY OF OBSTETRIC SERVICE IN A MOTHER AND CHILD HOSPITAL IN INDONESIA)**

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### **ABSTRACT**

The purpose of this study was to examine and analysed the effect of maternity care by doctors, maternity care by nurse, hospital ambiance, hospital reputation, waiting time, and patient safety on patient experiential satisfaction and their impact on patient loyalty moderated by social media engagement. The analysis of this modified research model from previous studies was carried out with data from obstetric services at the Mother and Child Hospital or *Rumah Sakit Ibu dan Anak* (RSIA). The method in this research is quantitative with a survey and cross-sectional approach. Respondent data were taken by purposive sampling with a questionnaire from individuals who had received obstetric services at RSIA XYZ, especially those who had a history of giving birth at this RSIA. There were 205 samples that met the requirements and were analysed by PLS-SEM. The results showed that the six antecedents of patient experiential satisfaction were proven to have a significant and positive effect. The strongest influence was shown by maternity care by doctors and followed by hospital reputation and hospital ambiance. The findings of this study prove the positive impact of experiential satisfaction on patient loyalty at RSIA. Social media engagement was found to have a significant and negative effect, this can be attributed to the suboptimal performance of social media managed by RSIA. From the findings of this study, managerial implications can be drawn for the development of obstetric services at RSIA. There are a number of limitations that are followed by suggestions for further research.

**Keywords:** Patient experiential satisfaction; patient loyalty; antecedents; social media engagement; RSIA

## INTRODUCTION

The existence and role of health care facilities have a major influence on the health status of a country's people and sustainable development (World Health Organization, 2020). In Indonesia, development in the health sector also pays attention to the function and performance of health service facilities such as hospitals, specialty hospitals, clinics, community health centers, and other facilities. Indonesian Law Number 36 of 2009 concerning National Health states that a health service facility is a tool and or place used to organize health service efforts, whether promotive, preventive, curative, or rehabilitative carried out by the government, regional government, and or the community including private party. In the health system in Indonesia, the private sector is open to participating, for example in providing service facilities such as hospitals.

The health service industry by private hospitals has certain market characteristics that are different from market characteristics in other industrial sectors (Arici & Gucer, 2018). One of the distinctive characteristics of the private hospital market is the high level of regulation and government intervention through various regulations. However, the private sector is generally able to innovate better health services to meet changing consumer needs (Berry, 2019). The role of the private sector is getting bigger along with the increase in people's purchasing power, the level of economic progress, and accessibility to health service facilities by private hospitals (Kementerian Kesehatan Republik Indonesia, 2021).

In the national health system, one of the special health care facilities needed to improve the health status of mothers and children is the Mother and Child Hospital or *Rumah Sakit Ibu dan Anak* (RSIA). Definition of RSIA, according to the Regulation of the Indonesian Ministry of Health No. 523 of 1982, is a facility that provides health services for physiological and pathological pregnant, maternity, postpartum women who have medical responsibility for an expert in obstetrics and gynecology and a pediatrician. The function of RSIA is to provide health services that specifically handle cases of obstetrics and gynecology, as well as child health services. The maternal and child hospital as one of the special hospitals acts as a health facility that is held in each region, both organized by the government and by the private sector (Kementerian Kesehatan Republik Indonesia, 2020). This RSIA provides health services for mothers and children (babies) which are indispensable in creating a prosperous family. Babies or children as the next generation need special attention in maintaining their health since they are still in the womb.

RSIA, which has complete facilities and competent and reliable medical personnel, will play a role in improving the health status of the community. This is of course related to the performance of good health services so that the number of deaths and diseases due to childbirth will be reduced (World Health Organization, 2020). In health services at RSIA, many factors determine the performance of services, ranging from medical personnel, facilities, environment, work culture, running system. Private RSIA in Indonesia needs to pay attention to their competitive ability to compete through the quality of their services. This is a challenge for RSIA management to manage all existing resources in the organization to offer superior health services, which will later affect its business growth (Richter & Muhlestein, 2017; Prakash & Srivastava, 2019; Bellio & Buccoliero, 2021). Quality and superior health services are known as the results of a series of processes or outcomes that involve many factors, especially human factors and resource governance factors in organizations (Donabedian, 1988). Therefore, an effective management approach is needed in running a private RSIA business.

Obstetric services as part of medical services focus on women's health during pregnancy and childbirth (birth). Included in this service is the examination process before, during, and after a woman gives birth (partum period). Meanwhile, gynecology services are more focused on the health of women's reproductive organs only, starting from diagnosis, examination, to treatment (Varney et al., 2004). Pregnant women usually visit obstetricians and gynecologists for routine antenatal care checks and care, namely checking the condition of pregnancy and preparing for childbirth.

Currently, there is competition among the private RSIA, which can also be related to service performance, including obstetric services. If the performance of this service is good in the eyes of the patient, the patient will be encouraged to comply and return to visit for a check-up at the RSIA. On the other hand, consumers who have received service and are satisfied tend to recommend RSIA to their family or friends, this will attract new patients (Bellio & Buccoliero, 2021). The increasing number of consumer or patient visits can be a determining factor for hospitals to survive in competition in the tight hospital business (Arici & Gucer, 2018; Richter, & Muhlestein, 2017). To win the competition, it is inevitable to relate the RSIA performance assessment of services by using the patient's perspective. This approach is basically focused on the patient's satisfaction with the obstetric services he receives and encourages his intention to behave in a way that supports the RSIA business. This intention or desire can be in the form of an intention to visit again as well as a desire to recommend the RSIA. Such consumer behavior in management science can be explained as part of the construct of patient loyalty (Zeithaml et al., 1996).

Previous research devoted to obstetric services or midwifery services at RSIA that can affect patient loyalty was rare, one of it was carried out by taking a patient population in general hospitals in Malaysia. The study showed significant and positive influence from the construct of patient satisfaction to patient loyalty. The results have identified variables that can affect patient satisfaction in the hospital. Previous research by Yeo et al. (2021) has a target construct, namely patient satisfaction based on the theory of customer satisfaction with a confirmation-expectation approach. Where satisfaction occurs because of the fulfilment of consumer expectations that first existed. This concept is more based on post-purchase behavior with cognitive elements in evaluating satisfaction. In the service or hospitality industry where consumption is different from tangible products, this concept of satisfaction is often questioned (Zeithaml et al., 1996; Berry, 2019).

In the consumption of a service, the components that play a role other than cognitive are also affective components, these emotional components trigger memories in the minds of consumers which will then affect their behavior in the future. This approach refers more to memorable experiences (Pine & Gilmore, 2013) where consumers evaluate all the services they get as a holistic experience. This is in accordance with the new marketing concept, namely experiential marketing (Schmitt, 1999) that what is marketed is not the only product or service attributes, but the overall subjective experience that provides certain value in the eyes of consumers. Therefore, this study attempts to use the experiential satisfaction approach from Kao et al. (2007) where experiential satisfaction is defined as the result of the consumer's evaluation of the experience he receives from the overall service provided by the service provider. One of the important indicators in this construct is from the emotional aspect, namely the extent to which the service can give a deep impression to consumers (Kao et al., 2007). In the health care sector, this experiential satisfaction appeared in the new study by Bellio and Buccoliero (2021) in the hospital setting.

In marketing activities, the involvement of consumers can affect their intentions in the future, therefore in marketing activities, it is necessary to strive so that consumers can also be involved (Bagozzi et al., 1999). In this digital era, marketing can be done on online platforms with social media marketing. According to Barger et al. (2016), social media marketing can create a relationship of engagement or attachment between companies and consumers in long-term relationships. From the study of digital marketing literature, it is known that social media engagement has an influence on customer loyalty (Trunfio & Rossi, 2021). Thus, social media engagement can be used as a moderating relationship between satisfaction and patient loyalty. This variable was included to learn more about the influence of consumers who have received services and who also see social media content managed by RSIA. This is a necessity because in the future digital marketing through social media will play more of a role in the service industry (Trunfio & Rossi, 2021).

In order to contribute to management knowledge, this research attempt to propose a new research model that is modified from previous studies on patient care in hospitals (Yeo et al., 2021; Tan et al., 2019; Liu et al., 2021). This model is built from the framework of the stimulus-organism-

response (SOR) theory of Russell and Mehrabian (1974) which examines the stimuli that can induce the patient's response. Furthermore, the theory of customer satisfaction and loyalty from Oliver (1980) was converted into patient satisfaction according to the theory of Ware et al. (1983) and then developed with an approach from the theory of customer experience (Pine & Gilmore, 2013; Schmitt, 1999).

In this proposed research model, the dependent variable is patient loyalty, while experiential satisfaction is a mediating variable which is also the target construct in this research model. Furthermore, there are six independent variables that become antecedents of experiential satisfaction, namely maternity care by doctors, maternity care by nurses, hospital ambiance, hospital reputation, waiting time, and patient safety. This research model has been tested empirically on certain populations, namely women who have received obstetric services, especially those who have had the experience of birth at RSIA.

## LITERATURE REVIEW

The theories that form the basis for the preparation of the conceptual framework of this research are theories related to consumer satisfaction with health care services. An important theoretical basis used in the theoretical framework of this research is the stimulus-organism-response (SOR) theory developed by Russell and Mehrabian (1974). This theory is implemented to explain the antecedents of patient satisfaction and its impact on patient loyalty. SOR theory consists of three constructs, namely stimuli, organisms, and the final response of the individual. This theory explains that stimuli from the environment affect a person's cognitive and affective reactions, which will lead to individual behavior. Based on this theory, the factors that influence individual perceptions can be conceptualized as influences that stimulate the individual's response. Consumer behavior can be explained in the SOR framework, where stimuli are represented by variables from the environment and marketing activities to consumers (Bagozzi et al., 1999). The response shows the process of consumer behavior and final decisions such as revisit intention, intention to repurchase (re-purchase), and willingness to recommend a product or service. Stimuli from outside the individual or his environment in this study are referred to as service-related stimuli. In the context of health care, service stimuli are in the form of care from doctors, nurses, all the processes during which services are provided, and the physical environment that will affect future behavior (Linder-Pelz, 1982). Therefore, overall stimuli should be considered to better understand satisfaction especially with obstetric care in RSIA.

The latest theory on how to measure patient satisfaction is based on the theory of customer experience (Pine & Gilmore, 2013; Schmitt, 1999; Brakus et al., 2009). This theory basically refers to an individual's subjective experience of a product or service, which has a deep impression and becomes the source of the overall assessment. Consumers use their personal experiences in assessing the products or services they use, where this experience is related to their level of satisfaction. In this customer experience, there is a customer journey from one point or service event (touchpoints) provided by different service providers by one service care provider (Lemon & Verhoef, 2016). The customer journey can describe the overall consumer experience from the starting point of the service provided to the end of contact with the service provider. Therefore, this approach is considered more effective because it can also show at which moment the consumer has the most memorable experience. In this concept of customer experience, apart from the cognitive dimension, there are also emotional dimensions of consumers that are more prominent and affect their memory of the services they experience or known as memorable experience (Pine & Gilmore, 2013; Brakus et al., 2009).

The theory of customer experience was later developed by Kao et al. (2007) to assess consumer satisfaction, where the level of consumer satisfaction is not only measured by the fulfillment of their expectations but rather in the form of an assessment of the experience received from service providers based on certain transactions. In the new study by Bellio and Buccoliero (2021) experiential satisfaction was used to assess the quality of health care services in the hospital. This concept is in accordance with the arguments previously stated by Anderson et al. (1994) that consumer satisfaction is a

comprehensive evaluation of the product or service that is paid based on previous experience. The argument is a criticism that in the concept of customer satisfaction, the assessment is based on an assessment immediately after the transaction and is not effectively used in the concept of service which involves many factors. In the experiential marketing concept introduced by Schmitt (1999) the orientation of the service care provider is to provide a holistic experience based on the consumer's perspective and not oriented to one of the service features. With these considerations, this study used the concept of experiential satisfaction which is considered more able to explain the construct of patient satisfaction in the context of health services.

Maternity care by a medical professional is defined as the perception of patients receiving services provided by a healthcare provider who has certain competencies (Johnson et al, 2016). The role of doctors who provide medical services in hospitals has been known to have a direct influence on the overall patient assessment of the hospital where the patient is being treated (Liu et al., 2021). The role of doctors was found to have a strong influence on patient satisfaction and loyalty in hospitals (Fatima et al., 2018) therefore it can be understood that doctors are assets for hospitals in competing for new patients. The findings of previous studies show a significant effect of the services provided by competent and highly skilled doctors and nurses in the patient's evaluation on their satisfaction (Kim et al., 2017). Other research findings by Wang et al. (2019) show that in addition to the competence of doctors who show a caring attitude, it will have a greater effect on patient satisfaction. According to Otani et al. (2012), nurses have more direct contact with patients than doctors, especially in-patients. Research devoted to obstetric services confirms that interpersonal services provided by professional health care have a direct effect on patient satisfaction (Yeo et al., 2021). This can also apply to the context of services by doctors at RSIA. Based on these considerations, the following hypotheses can be proposed:

H1: Maternity care by doctors has a positive effect on patient experiential satisfaction

H1: Maternity care by nurses has a positive effect on patient experiential satisfaction

According to the study of Bitner (1992) and MacAllister et al. (2018), the physical environment in particular hospital ambiance can provide a comfortable psychological atmosphere for patients and can affect the state of well-being or calm. Hospital ambiance is defined as a physical environment and atmosphere in a hospital that can provide a sense of comfort or other positive emotions (MacAllister et al., 2018). A calm atmosphere in a hospital is associated with outcomes in patient care, on the other hand, a noisy and uncomfortable atmosphere can cause patient dissatisfaction. A good physical environment in hospitals has been shown to have a direct influence on patient satisfaction (Fatima et al., 2018; Tan et al., 2019). New research related to the design and management of rooms in hospitals according to patient needs shows a significant relationship between hospital ambiance and patient satisfaction (Talantikite & Bencherif, 2021). This can also apply to the context of services at RSIA, with that in mind, research hypotheses can be formulated:

H3: Hospital ambiance has a positive influence on patient experiential satisfaction

Hospital reputation is defined as the impression or impression that is shared or spread through the social environment as well as the perception of how the company has status in certain situations (Sandberg & Werr, 2002). In empirical research on the role of hospital image (Asnawi et al., 2019), it is shown that there is a positive influence of hospital image on patient loyalty through patient satisfaction. This positive image can also be equated with the reputation obtained by the hospital in the eyes of patients. In assessing the image of the hospital, the role of competence and expertise, as well as the professional attitude of medical personnel, plays an important role (Tan et al., 2019). Research by Bellio and Buccoliero (2021) shows that a good image of the hospital is related to patient perception of health care quality. Another study for patients receiving obstetric services, found a significant and

positive effect on patient satisfaction (Yeo et al., 2021). Therefore, in the context of obstetric services at RSIA, the following hypothesis can be formulated:

H4: Hospital reputation has a positive influence on patient experiential satisfaction

Waiting time is defined as the time spent from the time the patient enters the registration room until the time he meets the doctor, waiting for the medicine to leave the hospital, including waiting for other necessary procedures and procedures at the hospital (Gupta & Denton, 2008). In service management in hospitals, the patient flow factor in the service flow is referred to as an important process in service quality because it is felt directly by consumers and becomes part of the assessment (Prakash & Srivastava, 2019). Patient flow is related to patient waiting time which affects their perception of the quality of service received from care providers (Johnson & Russel, 2015). Fast administrative service processes can be related to patient satisfaction (Kim et al., 2017). Other empirical findings show that waiting time that is well tolerated by patients (out-patients) in clinics influences patient satisfaction (Wang et al., 2019). Research related to obstetric services confirms the significant and positive effect of short waiting time on patient satisfaction (Yeo et al., 2021). Thus, the following hypothesis can be formulated:

H5: Waiting time has a positive effect on patient experiential satisfaction

Patient safety is defined as the provision of health services by reducing or minimizing the risk of undesirable events for patients or recipients of these services (Johnson & Russel, 2015). Empirical research has shown that the implementation of patient safety in hospital services can affect patient perceptions of service quality and subsequent patient satisfaction. Previous research has shown significant results between the perception that hospitals have made the best of patient safety (Johnson et al., 2016). This finding is also supported by research conducted by Tan et al. (2019), which found a positive influence of patient perception of patient safety on patient satisfaction in hospitals. The implementation of patient safety in hospitals indicates that the hospital is oriented to the interests and safety of patients (patient-centeredness). This approach can be well perceived by patients who are increasingly intelligent and aware of their rights (Prakash & Srivastava, 2019). This can also be applied to the context of patient care at RSIA. Thus, the research hypothesis can be formulated as follows:

H6: Patient safety has a positive effect on patient experiential satisfaction

Social media engagement is defined as the level of attachment between consumers and a product or service through interactions on certain social media platforms (Barger et al., 2016). Social media engagement has a role in establishing long-term relationships or relationships with consumers (Barger et al., 2016). The interactive relationship that takes place on social media platforms can affect consumer intentions. Engagement that occurs with consumers through social media has an influence on consumers' behavioral intentions in the future (Dolan et al., 2016). Furthermore, it is known that social media engagement can have an influence on customer loyalty through the mediation of other variables (Trunfio & Rossi, 2021). Considering that the patient has also seen social media content generated from RSIA, therefore the following hypotheses can be formulated:

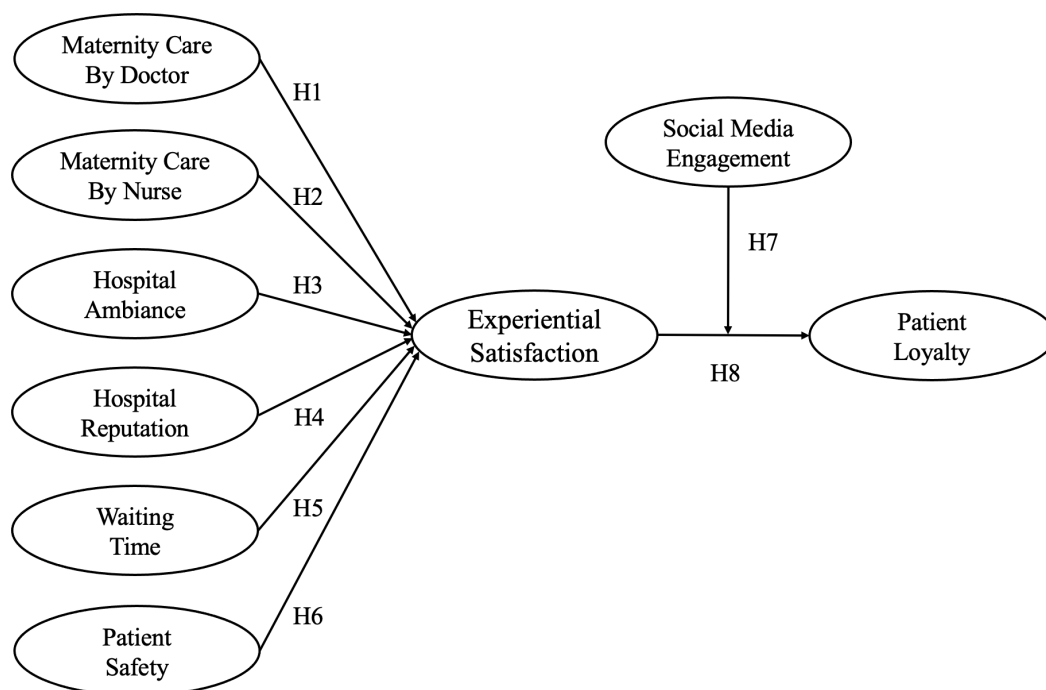
H7: Social media engagement as a moderator of the relationship between patient experiential satisfaction and patient loyalty

Patient experiential satisfaction in this study is defined as satisfaction with the individual experience of the service received based on certain transactions (Kao et al., 2007), in the context of health care (Linder-Pelz, 1982). Patient loyalty is defined as a commitment to services, which will

encourage certain behavioral intentions, especially the consistent reuse of these services in the future (Oliver, 1997). Patients who are satisfied with the services received from the hospital as a health care provider will show loyal and supportive behavior at the hospital. Empirical research on hospital services in general shows that patient satisfaction will have a significant effect on patient loyalty (Fatima et al., 2018; Asnawi et al., 2019; Liu et al., 2021). Research in Indonesia also confirmed that patient satisfaction has been shown to have a significant effect on patient loyalty (Ricca & Antonio, 2021). Research with the concept of experiential satisfaction also shows results when consumer perceptions of experiential satisfaction increase, consumers will show more loyal behavior (Bellio & Buccoliero, 2021). Likewise in research with obstetric services, it was found that the more satisfied patients were with hospital services, the more loyal patients would be to the hospital (Yeo et al., 2021). This can also be applied to RSIA patients who receive obstetric services. Thus, the following hypotheses can be formulated:

H8: Patient experiential satisfaction has a positive impact on patient loyalty

From the description of the hypotheses that have been compiled based on previous research, a research model or conceptual framework can be described. In this research model, there are nine variables with eight paths marked with arrows to describe the research hypothesis. The picture of the conceptual framework or research model and its hypotheses can be seen as follows:



**Figure 1. Conceptual Framework**

## RESEARCH METHOD

This study applies quantitative survey methods with a cross-sectional data approach to answer the research questions (Bougie & Sekaran, 2020). The conceptual framework was then empirically tested based on data from the population. The targeted population in this study is women who have received obstetric services, especially those who have had the experience of birth at one private RSIA located in Tangerang, Indonesia. The sample was taken purposively with certain criteria. During the data collection in August 2021, the number of 245 respondents filled the online structured questionnaires.

Few answers were considered invalid in data cleaning, after elimination, 205 samples are eligible. This amount met the criteria of minimum sample requirement based on the guidance for PLS-SEM analysis (Kock & Hadaya, 2018).

The constructs in the proposed conceptual framework are measured by a set of indicators in a structured questionnaire instrument. The questionnaire used in this study was adapted from the previous research, then it was modified to the study context. Priorly, this questionnaire is translated to the local language by translators to ensure all questions are easily understood. Finally, this questionnaire was reviewed by experts in the field of service marketing before distribution. The questionnaire uses a Likert scale from 1 to 5; respondents were asked to state their level of agreement with the statements on a scale of 1 (strongly disagree) to 5 (strongly agree) as suggested (Bougie & Sekaran, 2020). The questionnaire for hospital ambience adopted from Bitner (1992), hospital reputation from Wu (2011), maternity care by doctors and nurses adopted from Kim et al. (2017), waiting time adopted from Johnson et al. (2016), patient experiential satisfaction modified from Kao et al., (2007) and Wu (2011), patient loyalty adopted from Lonial et al. (2010), patient safety adopted from Tan et al. (2019), social media engagement modified from Barger et al. (2016).

The conceptual framework consists of nine constructs and is considered a complex research model; therefore, the PLS-SEM method was preferable since it could analyze complex models in exploratory research. PLS-SEM approaches are preferred when the orientation of the study is more on the explanatory and predictive abilities of the model (Hair et al., 2019). The PLS-SEM analysis was applied through the SmartPLS™ version 3.3 which is selected since it provides a bootstrapping menu to test significance (Memon et al., 2021). The main procedure with PLS-SEM is based on two types of models, namely inner and outer models. The outer model establishes to measure reliability and validity between indicators and their respective constructs in the model. The inner model deploys to test the significant relationship between each construct in the research model (Hair et al., 2020).

## RESULTS AND DISCUSSION

### Results

There are 205 eligible respondents whose profiles are described in Table 1. Respondents were gathered from a private RSIA. The respondents who participated in this survey, most are well educated, housewives who living in South Tangerang district where the RSIA located followed by Tangerang City. This indicates that the patient considers the location of RSIA when looking for maternity care.

**Table 1. Respondent Profile**

| Description | Category          | Amount | Percentage (%) |
|-------------|-------------------|--------|----------------|
| Age (Year)  | 21–25             | 14     | 6,83           |
|             | 26–30             | 85     | 41,46          |
|             | 31–35             | 57     | 27,80          |
|             | 36–40             | 38     | 18,54          |
|             | >40               | 11     | 5,37           |
| Total       |                   | 205    | 100,00         |
| Education   | High School       | 26     | 12,68          |
|             | Bachelor/Graduate | 158    | 77,07          |
|             | Post Graduate     | 21     | 10,24          |
| Total       |                   | 205    | 100,00         |
| Domicile    | Tangerang City    | 59     | 28,78          |
|             | South Tangerang   | 88     | 42,93          |
|             | Greater Jakarta   | 40     | 19,51          |
|             | Depok             | 11     | 5,37           |
|             | Others            | 7      | 3,41           |
| Total       |                   | 205    | 100,00         |
| Occupation  | Housewife         | 102    | 49,76          |

|              |                  |            |               |
|--------------|------------------|------------|---------------|
|              | Private Employee | 53         | 25,85         |
|              | Entrepreneur     | 38         | 18,54         |
|              | Professional     | 9          | 4,39          |
|              | Others           | 3          | 1,46          |
| <b>Total</b> |                  | <b>205</b> | <b>100,00</b> |

In the first step of PLS-SEM analysis, the outer loading from the reflective model was done to assess the indicator of reliability (outer loading). The result found 24 indicators met outer loading criteria, while 5 indicators MCD4, MCN4, HA4, HR 3, and PES4 were excluded since the loading was below 0,708. The second step of the analysis is to test internal consistency in the model, all constructs shown Cronbach alpha greater than 0,7 and composite reliability as upper threshold ranging between 0,7–0,95, (Hair et al., 2019; Hair et al., 2020) indicates the constructs reliability of the respective model. The third step was to assess the convergent validity by measuring Average Variance Extracted (AVE). This validity check shows all constructs have an  $AVE \geq 0.50$  as required (Hair et al., 2019), meaning all constructs can explain at least 50 percent of item variance in the model, thus establishing convergent validity. The third step was to assess the convergent validity by measuring Average Variance Extracted (AVE). This validity check shows all constructs have an  $AVE \geq 0.50$  as required (Hair et al., 2019), meaning all constructs can explain at least 50 percent of item variance in the model, thus establishing convergent validity.

**Table 2. Heterotrait/Monotrait Ratio**

| Variable                                | Hospital Ambiance | HR    | MCBD  | MCBN  | Mod.effect SME | PES   | PL    | PS    | SME   |
|-----------------------------------------|-------------------|-------|-------|-------|----------------|-------|-------|-------|-------|
| Hospital Reputation (HA)                | 0,781             |       |       |       |                |       |       |       |       |
| Maternity Care by Doctors (MCBD)        | 0,656             | 0,438 |       |       |                |       |       |       |       |
| Maternity Care by Nurses (MCBN)         | 0,742             | 0,672 | 0,62  |       |                |       |       |       |       |
| Moderating effect SME                   | 0,122             | 0,041 | 0,135 | 0,103 |                |       |       |       |       |
| Patient Experiential Satisfaction (PES) | 0,853             | 0,784 | 0,783 | 0,781 | 0,061          |       |       |       |       |
| Patient Loyalty (PL)                    | 0,731             | 0,653 | 0,675 | 0,677 | 0,16           | 0,816 |       |       |       |
| Patient Safety (PS)                     | 0,812             | 0,702 | 0,702 | 0,689 | 0,202          | 0,832 | 0,732 |       |       |
| Social Media Engagement (SME)           | 0,733             | 0,792 | 0,584 | 0,681 | 0,014          | 0,736 | 0,747 | 0,738 |       |
| Waiting Time                            | 0,762             | 0,618 | 0,69  | 0,698 | 0,138          | 0,804 | 0,698 | 0,761 | 0,588 |

The fourth step in the outer model analysis is to check the discriminant validity by Heterotrait-Monotrait (HT/MT) ratio. This approach was used since it's known to have a more precise value (Hair et al., 2020; Henseler et al., 2015). The recommended threshold value for HT/MT ratio is below 0,85 referring to Henseler et al. (2015) to establish that each construct indicator is conceptually different. Table 2 shows that all HT/MT values are well below the 0.85 thresholds, thus, it concluded that all

indicators used in this research model have adequate discrimination to measure their own respective constructs. This outer model analysis has passed the four parameters of reliability and validity testing sequentially. Therefore, it can be concluded that all indicators in this research model are reliable and valid to measure their respective constructs specifically.

The inner model analysis is done in two parts, the first part to evaluate the quality of the proposed model. Since goodness of fit was not suitable in PLS-SEM as suggested by Hair et al. (2019), the model's explanatory power needs to be assessed. This study performed coefficient determinant or  $R^2$  to measure prediction accuracy and construct cross-redundancy validation value of  $Q^2$  to measure the predictive relevance of the model. Priorly, the inner Variance Inflation Factor (VIF) test was conducted to check multicollinearity issues. The findings show all the constructs have inner VIF value below 3 as suggested (Hair et al., 2019). Thus, it could be said that there is no multicollinearity issue found in this model. The result found that patient loyalty has  $R^2 = 0.568$ , greater than 0,5, and is categorized as moderate predictive accuracy (Sarstedt et al., 2017). Thus, it could be said the respective model has adequate capability to predict patient loyalty. The patient experiential satisfaction has  $R^2 = 0.747$ , indicating that experiential satisfaction has substantial predictive accuracy.

In order to assess the prediction of the proposed model, the model's out-of-sample predictive value from the blindfolding procedure was used (Sarstedt et al., 2017; Hair et al., 2020). All the  $Q^2$  are found  $>0$ , whereas patient loyalty shows  $Q^2 = 0,382$  and was categorized as medium ( $>0.25$ ). Patient experiential satisfaction has  $Q^2 = 0,582$  therefore, it could be said endogenous constructs in the out-of-sample model approach have sufficient predictive relevance.

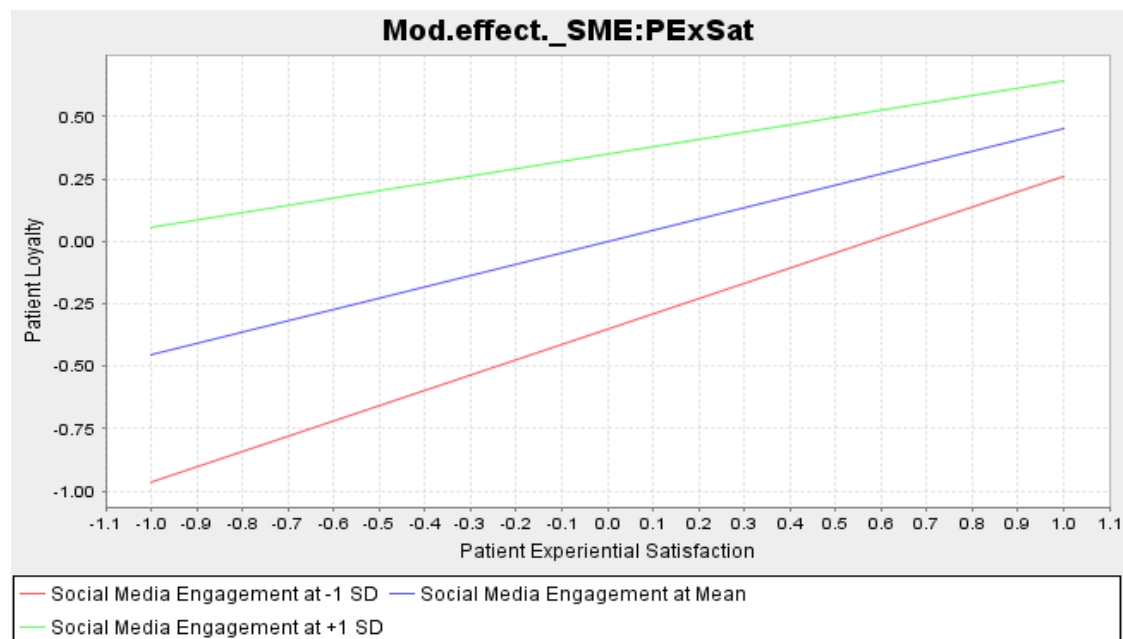
Hypothesis testing by bootstrapping procedure was conducted to determine the effect of the variables in the model and confirm whether the hypothesis proposed by this study was supported. The bootstrap approach is used to establish the significance of the data analysis in PLS-SEM (Memon et al., 2021). The cut-off value of t-statistic  $> 1.645$  (one-tailed with alpha 0,05) was used as a criterion to determine whether the hypothesis is significant or not. The results are shown in Table 3 below.

**Table 3. Hypothesis Test Result**

|    | Hypothesis                                                                      | Standardized Coefficient | T-Statistics | Result               |
|----|---------------------------------------------------------------------------------|--------------------------|--------------|----------------------|
| H1 | Maternity Care by Doctor -> Patient Experiential Satisfaction                   | 0,260                    | 5,370        | Hypothesis Supported |
| H2 | Maternity Care by Nurse -> Patient Experiential Satisfaction                    | 0,156                    | 2,784        | Hypothesis Supported |
| H3 | Hospital Ambience -> Patient Experiential Satisfaction                          | 0,163                    | 2,840        | Hypothesis Supported |
| H4 | Hospital Reputation -> Patient Experiential Satisfaction                        | 0,204                    | 4,008        | Hypothesis Supported |
| H5 | Waiting Time -> Patient Experiential Satisfaction                               | 0,144                    | 2,754        | Hypothesis Supported |
| H6 | Patient Safety -> Patient Experiential Satisfaction                             | 0,155                    | 3,315        | Hypothesis Supported |
| H7 | Moderating.Effect._SocialMediaEngagement: PExp. Satisfaction -> Patient Loyalty | -0,160                   | 2,941        | Hypothesis Supported |
| H8 | Patient Experiential Satisfaction -> Patient Loyalty                            | 0,454                    | 5,561        | Hypothesis Supported |

It could be seen in Table 3, all the eight hypotheses are supported by t-statistic  $> 1,645$ , and p-value  $< 0,05$ , with the positive direction (coefficient) in accordance with the directional hypotheses. The coefficient of maternity care by doctors to patient experiential satisfaction was found 0,260 greater than others. Therefore, care by doctors in RSIA could be a great predictor of patient experiential satisfaction.

The role of social media engagement could be seen in H7, with the slope analysis. T-statistic was found  $> 1.645$  with a coefficient of -0,160 hence, it's insignificant. However, this finding shows a negative moderating effect. The simple slope analysis is in Figure 2. Indicate that the higher social media engagement, the weaker influence of patient experiential.



**Figure 2. Slope Analysis of Social Media Engagement**

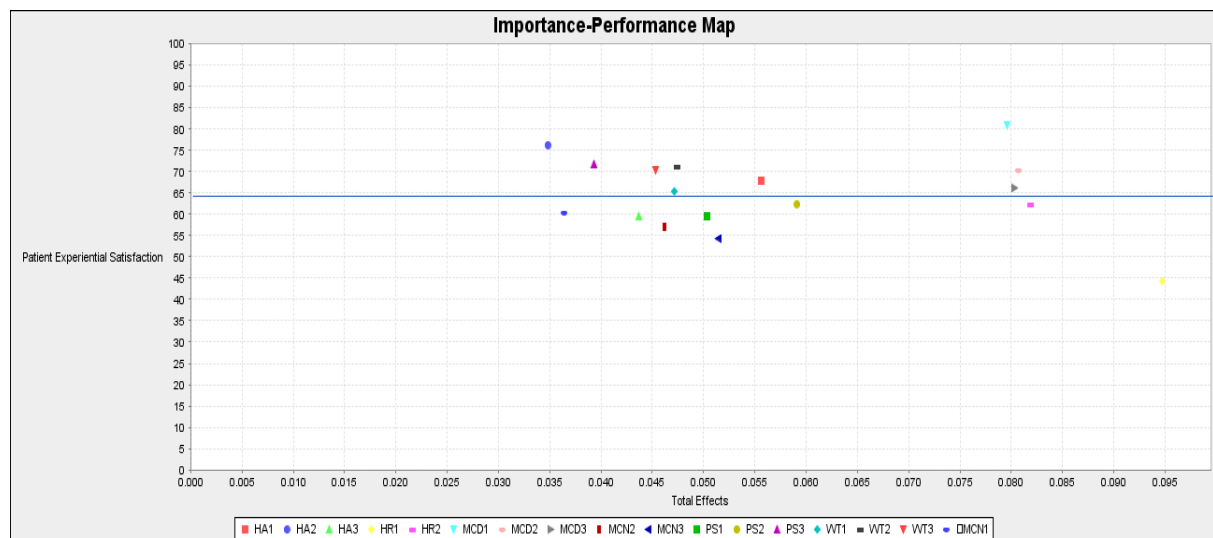
In addition, mediation analysis was also carried out to determine the mediation significance through the specific indirect effects. Based on the result of mediation analysis in Table 5 as in below, continuous watching intention and consumption intention proved as mediator construct tested had a respective t-statistic above 1.645 thresholds. This result indicates that patient experiential satisfaction proved as a significant mediator toward patient loyalty.

**Table 4. Specific Indirect Effect**

| Path                                                                                          | Standardized Coefficient | T-Statistics |
|-----------------------------------------------------------------------------------------------|--------------------------|--------------|
| <b>Maternity Care by Doctor -&gt; Patient Experiential Satisfaction -&gt; Patient Loyalty</b> | <b>0,118</b>             | 4,046        |
| Maternity Care by Nurse -> Patient Experiential Satisfaction -> Patient Loyalty               | 0,071                    | 2,340        |
| Hospital Ambience -> Patient Experiential Satisfaction -> Patient Loyalty                     | 0,074                    | 2,352        |
| <b>Hospital Reputation -&gt; Patient Experiential Satisfaction -&gt; Patient Loyalty</b>      | <b>0,093</b>             | 3,669        |

|                                                                        |       |       |
|------------------------------------------------------------------------|-------|-------|
| Patient Safety -> Patient Experiential Satisfaction -> Patient Loyalty | 0,070 | 2,706 |
| Waiting Time -> Patient Experiential Satisfaction -> Patient Loyalty   | 0,065 | 2,429 |

Importance Performance Map Analysis (IPMA) is a useful tool to identify indicators, providing input to managers to prioritize their improvement activities (Ringle & Sarstedt, 2016). This method is based on the importance that resulted from the total effect and performance based on the mean value. IPMA could be seen as four quadrants, whereas the focus on the quadrant with more important indicators and performance. The following figures show the mapping to identify the respective indicators that need to be maintained or improved.

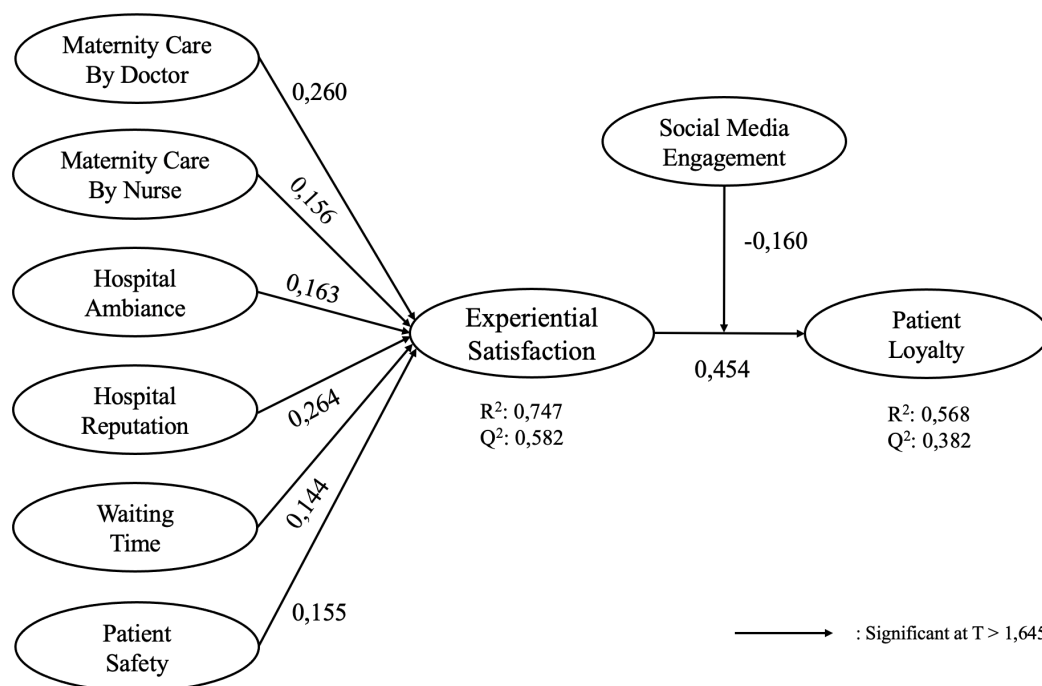


**Figure 3. IPMA Indicators**

In the lower right quadrant of Figure 3 above, it could be seen the HR2 indicator, meaning that respondents are considered important but have below-average performance. The HR2 indicator which contains respondents' responses that RSIA has modern medical equipment and advanced treatment facilities is not sufficient. Therefore, this matter needs to be prioritized by RSIA management because it is considered important for patients but has not shown adequate performance. Modern medical equipment at RSIA is important in the patient's perspective which can affect their assessment of the obstetric services provided. In the future, RSIA management needs to prioritize and strive for modern medical equipment that can increase patient satisfaction.

## Discussion

The focus of this research is on obstetric care (obstetric care) provided by health care facilities, namely private mother and child hospitals or Rumah Sakit Ibu dan Anak (RSIA). Respondents are patients who have a history of labor or delivery at RSIA XYZ. In the proposed research model, there are nine variables with eight hypotheses that have been tested. The dependent variable in this model is patient loyalty, while experiential satisfaction is a mediating variable that connects six independent variables. The variable of social media engagement is a moderator of the relationship between experiential satisfaction and patient loyalty. From the results of the analysis of this research model with PLS-SEM, an empirical model can be described as shown in Figure 4 below.



**Figure 4. Empirical Model**

Maternity care by doctors, hospital reputation, hospital ambiance, maternity care by nurses, waiting time, and patient safety are proven to have a significant positive effect on patient experiential satisfaction. If the patient perception of those variables increases, the experiential satisfaction of RSIA patients will also increase. Social media engagement as a moderator has been proven to significantly weaken the effect of patient experiential satisfaction on patient loyalty. With the increasing social media engagement at RSIA, the effect of experiential satisfaction on patient loyalty will be weaker. Thus, social media is something to watch since it could generate negative effects when mismanage. Finally, patient experiential satisfaction is proven to have a significant positive impact on patient loyalty. If the perception of patient experiential satisfaction increases, then patient loyalty to RSIA will also increase. The findings of this study are in line with a similar study on obstetric services in hospitals conducted by Yeo et al. (2021), where patient satisfaction has a significant effect on patient loyalty. The results of this study are also in line with previous studies conducted in different countries and different types of hospitals (Ricca & Antonio, 2021; Liu et al., 2021; Tan et al., 2019) where it was found that a positive evaluation of patient satisfaction at the hospital would encourage his intention to be loyal to the hospital.

The role of maternity care by doctors shows the strongest influence, so it needs to be prioritized by the management of maternal and child hospitals. This finding is in line with the findings of previous research (Kim et al., 2017; Liu et al., 2021; Fatima et al., 2018). Patients often do not understand the health procedures or medical considerations of a doctor, but patients can feel how doctors treat their patients with care or attention. This caring attitude by doctors has been proven in previous research (Wang et al., 2019; Bellio & Buccoliero, 2021) to have an important role in patient perspective when evaluating the quality of service that they receive. This is what is meant by Gronroos (1984) as functional quality or aspects of functional service quality that are different from technical quality aspects, such as clean beds in hospitals. In this regard, this study supports what was revealed by Berry (2019) that in health services there is a high-emotion nature or service which involves a lot of patient emotional factors. Therefore, it is important for RSIA management to pay attention to the emotional aspects of

their patients during the treatment process (Kim et al., 2017) especially in female patients who are about to give birth for the first time. This was found to be true for patients receiving obstetric services at RSIA.

The second suggestion for RSIA management is to prioritize aspects of service or health care provided by doctors at RSIA. Patients are now more knowledgeable, critical and want a higher quality of service. Therefore, doctors in addition to clinical aspects need also pay attention to the emotional aspects of pregnant women and those who will give birth at the RSIA. Management needs to encourage doctors who practice at RSIA to communicate empathically and interactively with their patients. Good communication with doctors, especially midwifery specialists will make patients feel comfortable and trust the RSIA services which will affect patient satisfaction when receiving health services at the hospital. Hospital management needs to seek or manage practice schedules well so that there is sufficient time allocation from specialist doctors for each patient.

The findings of this study also indicate that hospital reputation is the second most powerful factor in influencing patient satisfaction at RSIA. This is in line with the results of the obstetric care research in Malaysia conducted by Yeo et al. (2021). In this case, respondents were dominated by patients who paid for their own treatment costs or out-of-pocket money, so patients tended to choose doctors according to their preferences or wishes. The hospital reputation is formed through a process of many years but will also have a long term influence and is related to the hospital image and reputation. Thus, hospital management must always strive for and maintain a good reputation from the patient's perspective.

In addition, this study also proves the significant influence of four other independent variables such as hospital ambiance, maternity care by nurses, waiting time, and patient safety. This finding is in line with previous research in the context of hospital services that these variables play a significant and positive role in patient satisfaction (Yeo et al., 2021; Liu et al., 2021; Fatima et al., 2018; Tan et al., 2019; Wang et al., 2019). Thus, in developing RSIA's business, these matters must be a concern of the management. Besides these findings, this research also makes a new contribution by showing that marketing efforts made through social media managed by RSIA need to be considered and evaluated.

The results of this study show that social media engagement as a moderator weakens the effect of patient satisfaction on patient loyalty. This finding is in accordance with the research insight that social media engagement does not always have a positive effect but can also have a negative influence (Dolan et al., 2016). This can be caused in addition to the content and frequency of posting on social media accounts, it can also be influenced by the interactivity factor in these social media (Ariel & Avidar, 2015). In previous studies, interactivity between followers and account managers was known to have a significant influence (Hou et al., 2019). If followers are satisfied with the interactive process on social media platforms, they will have a positive assessment, on the other hand, if they feel they are not getting a good response or interaction, their assessment will also tend to be negative (Dolan et al., 2016). This finding needs attention so that RSIA's social media can be a means of engagement with followers so that it can become an effective marketing tool in the digital era. This is a necessity because currently, consumers get more information from social media platforms, consumers also have certain behaviors when using social media. This research provides insight in the early stages, that if social media engagement is not managed properly, it will have an unexpected effect, the response to social media can have a positive but also negative influence on RSIA. This finding certainly still needs to be deepened with future studies on social media marketing conducted by hospitals.

The new contribution of this research is to show a new approach where patient satisfaction is seen as patient experiential satisfaction. In this concept, patient satisfaction refers

to the overall experience he gets from the service provider. This finding confirms the concept of experiential satisfaction developed by Kao et al. (2007), which is proven to have an impact on consumer loyalty. In this model, for the patient experiential satisfaction construct, substantial predictive accuracy ( $R^2$ ) and large predictive relevance ( $Q^2$ ) are obtained. Therefore, it can be concluded that the six antecedents of patient experiential satisfaction in the research model can adequately predict patient experiential satisfaction variables. Thus, this research model can be suggested to be replicated and tested in a larger and more diverse population of RSIA patients in future studies.

## CONCLUSION

The results of this study demonstrated that the six independent variables named maternity care by doctors, hospital reputation, hospital ambiance, maternity care by nurses, waiting time, and patient safety as antecedents of experiential satisfaction have all been proven to have a significant and positive influence. The strongest influence comes from maternity care by a doctor or services provided by a doctor, followed by hospital reputation and hospital ambiance. Furthermore, experiential satisfaction has been shown to have a significant and positive impact on patient loyalty. Social media engagement showed the negative effect that weaken the relationship from experiential satisfaction to patient loyalty.

With these findings, managerial implications can be drawn up, namely the importance of RSIA management studying and measuring patient satisfaction levels, especially from the aspect of their experience while receiving treatment at RSIA. This is input in order to be able to develop an effective service program according to patient expectations. Patients' expectations or expectations for quality health services also change along with the progress of the times (Berry, 2019), so management needs to be adjusted so that they continue to have excellence in service. This study has a different approach by emphasizing the aspect of satisfaction not only from the fulfilment of expectations but also from the aspect of satisfaction with the patient's experience when receiving services at RSIA.

Memorable experiences involve the emotional side of the patient that can make a deep impression and become a good long-term memory (memorable) and will encourage intention to support an organization that provides these services (Pine & Gilmore, 2013). In the context of the health care industry, this will appear as a patient's intention to make the hospital an option in the future, for example through a revisit intention or an intent to recommend. The findings of this study indicate that maternity care by a doctor plays an important role to shape experiential satisfaction, which shows the relationship between doctors and patients, becomes the most important factor in creating patient satisfaction. Thus, for obstetric services at RSIA, it is very important for doctors, especially midwifery specialists, to establish good communication with their patients.

In this research, several limitations can be identified. First, this study has limitations since this research was only tested empirically on one RSIA with a limited number of samples. Therefore, there are limitations in generalizing the findings of this study. It is recommended in future research to include more RSIA with various types, as well as a larger number of samples so it can be more generalized at the population level. The second limitation is in this study, due to the respondent's data that was collected by a questionnaire distributed online, where there was a time-lapse between filling out the online questionnaire and the last time the respondent received service at the RSIA. This will have an effect as a recall bias because the respondents' memories of the services they received at RSIA are not very clear anymore. To overcome this, it is advisable to collect respondent data by exit interview or by means of face-to-face directly at the hospital when the patient is about to leave the RSIA. Thus, the memory of the

respondent's impression of the RSIA service can be directly obtained. The exit interview was of course carried out in accordance with strict health protocols and taking into account the condition of the respondent. The third limitation is that respondents who receive obstetric services at RSIA are not separated between patients with normal delivery processes and obstetric patients who are treated with certain diseases or complications, such as patients who require laparoscopic surgery. The severity of this disease will also affect the patient's expectations and his assessment of the results of therapy. Therefore, it is recommended in future research to separate or sub-group analysis of obstetric patients with normal delivery processes from patients with certain diseases or complications that require separate treatment. With this subgroup analysis, it is hoped that data acquisition from various types of obstetric services at RSIA can be analysed more deeply so as to produce more specific findings.

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## PENGARUH KUALITAS LAYANAN DAN PEMANFAATAN TEKNOLOGI TERHADAP KEPUASAN DAN LOYALITAS PENGGUNA INDIHOME DI INDONESIA

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### ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana tingkat loyalitas pelanggan Indihome. Untuk memenuhi tujuan, penelitian ini menguji pengaruh kualitas layanan dan pemanfaatan teknologi terhadap loyalitas pelanggan yang dimediasi oleh variabel kepuasan pelanggan. Teknik pengambilan sampel yang digunakan adalah teknik sampel *non-probability sampling* yaitu *purposive sampling* dengan jumlah responden sebanyak 250 orang. Instrumen yang digunakan untuk pengumpulan data adalah kuesioner melalui Google Form yang terdiri dari 21 indikator. Pengujian terhadap kuesioner dilakukan dengan uji validitas dan reliabilitas. Selanjutnya, alat yang digunakan dalam analisis data adalah PLS-SEM dengan program SmartPLS 3.0. Terdapat 7 hipotesis dalam penelitian ini yaitu: (1) Kualitas Layanan berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan; (2) Pemanfaatan Teknologi berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan; (3) Kepuasan Pelanggan berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan; (4) Kualitas Layanan berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan; (5) Pemanfaatan Teknologi berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan; (6) Kepuasan Pelanggan memediasi secara positif dan signifikan hubungan Kualitas Layanan terhadap Loyalitas Pelanggan; (7) Kepuasan Pelanggan memediasi secara positif dan signifikan hubungan Pemanfaatan Teknologi terhadap Loyalitas Pelanggan.

**Kata Kunci:** Kualitas Layanan; Pemanfaatan Teknologi; Kepuasan Pelanggan; Loyalitas Pelanggan

### ABSTRACT

*This study aims to determine how the level of customer loyalty Indihome. To meet the objectives, this study examines the effect of service quality and technology utilization on customer loyalty which is mediated by customer satisfaction variables. The sampling technique used is a non-probability sampling technique, namely purposive sampling with a total of 250 respondents. The instrument used for data collection is a questionnaire via Google Form which consists of 21 indicators. Testing of the questionnaire is done by testing the validity and reliability. Furthermore, the tool used in data analysis is PLS-SEM with SmartPLS 3.0 program. There are 7 hypotheses in this study, namely: (1) Service Quality has a positive and significant effect on Customer Satisfaction; (2) Technology Utilization has a positive and significant effect on Customer Satisfaction; (3) Customer Satisfaction has a positive and significant effect on Customer Loyalty; (4) Service Quality has a positive and significant effect on Customer Loyalty; (5) Technology Utilization has a positive and significant effect on Customer Loyalty; (6) Customer Satisfaction mediates positively and significantly the relationship between Service Quality and customer loyalty; (7) Customer Satisfaction mediates positively and significantly relationship between Technology Utilization and Customer Loyalty.*

**Keywords:** Service Quality; Utilization of Technology; Customer Satisfaction; Customer Loyalty

## PENDAHULUAN

Pada era globalisasi saat ini, masyarakat banyak yang menggunakan teknologi telekomunikasi karena sangat efektif dan efisien dalam melakukan aktifitas. Di samping itu, perkembangan dalam teknologi telekomunikasi meningkat karena adanya internet. Dengan adanya internet sekarang banyak masyarakat menjadi lebih mudah dalam berkomunikasi dengan orang yang lain. Sebelum adanya internet, komunikasi terjalin dengan berbagai macam keterbatasan. Sekarang komunikasi audio visual dapat dilakukan secara mudah dan murah, walau dengan jarak yang sangat jauh, bahkan antar benua. Contohnya seperti *teleconference* menggunakan Zoom dan Google Meet, *chatting* dengan menggunakan Whatsapp dan Line, pesan lewat email, dan lain-lain (Talika, 2016).

Kemajuan internet yang sangat berkembang dalam dunia teknologi komunikasi menciptakan peluang bagi pelaku bisnis untuk memanfaatkannya. Penggunaan internet di dalam dunia bisnis sangat diuntungkan karena internet bersifat *intangible* (tak berwujud) (Fitzsimmons & Fitzsimmons, 2014).

PT Indihome memiliki pengguna sebanyak lima juta pengguna. Jumlah ini merupakan jumlah pelanggan TV berbayar terbanyak di Indonesia. Data tersebut menunjukkan bahwa Indihome memiliki keunggulan tersendiri dalam memberikan layanan bagi para pelanggannya (Sandi, 2019). Ini merupakan keunggulan yang lebih bagi perusahaan Indihome karena layanan dan fasilitas yang diberikan memiliki kesamaan atau identik dengan para pesaingnya, sehingga ini membuktikan bahwa para pelanggan memberikan kepercayaan atau loyalitas yang tinggi kepada perusahaan Indihome.

Indihome memiliki harga yang paling mahal di antara kompetitor-kompetitor lainnya yang menyediakan layanan yang sama berupa internet, TV cable, dan layanan-layanan yang merupakan keunggulan dari masing-masing perusahaan.

Dari harga tersebut Indihome sebenarnya sulit untuk menarik perhatian dari para pelanggan karena harga atau biaya yang dibebankan kepada pelanggan relatif lebih mahal. Namun demikian banyak pelanggan yang masih menggunakan Indihome untuk mendapatkan layanan TV dan internet. Ini menandakan bahwa pelanggan Indihome memiliki pandangan bahwa harga bukanlah masalah. Mereka bersedia membayar lebih tinggi, asalkan mendapatkan fasilitas dan kualitas yang lebih baik.

Untuk layanan yang ditawarkan oleh Indihome, terdapat pelayanan seperti Triple Play, di mana pada layanan ini Triple Play menawarkan hal yang baru berupa teknologi ADSL (*Asymmetric Digital Subscriber Line*), MSAN (*Multi Services Access Node*) dan GPON (*Gigabyte-Passive Optical Network*) yang memiliki kelebihan masing-masing. Kelebihan-kelebihan tersebut berupa kabel *optic fiber* yang memiliki kualitas internet yang sangat baik. Selain itu Indihome juga menawarkan sambungan telepon yang kualitas suaranya lebih jernih dan memiliki biaya yang rendah.

Salah satu keunggulan lain dari Indihome yaitu layanan Usee TV. Pelanggan dapat menggunakan Usee TV untuk memutar ulang (*Video on Demand*) film atau siaran. Pemutaran ulang dalam Usee TV tersebut dapat diputar kembali hingga 7 (tujuh) hari (Armanto, 2018).

Akan tetapi masih banyak keluhan yang dirasakan oleh pengguna Indihome, di antaranya adalah perjanjian pelanggan Indihome untuk melakukan instalasi tidak ditepati. Deposit uang yang telah diberikan kepada Indihome tidak dikembalikan kepada pelanggan Indihome hingga 14 (empat belas) hari. Banyaknya pelanggan Indihome yang masih mengeluhkan mengenai kualitas internet yang sering lambat. Oleh karena itu penelitian ini bertujuan untuk meneliti mengapa para pelanggan dari Indihome yang merasa bahwa pelayanan yang diberikan oleh Indihome kurang, namun masih bertahan menggunakan

Indihome sebagai provider Wi-Fi. Yang di mana seharusnya untuk kualitas layanan yang kurang baik seharusnya para pelanggan bisa mencari provider Wi-Fi lainnya yang lebih baik untuk para pelanggan.

## TINJAUAN PUSTAKA

### Kualitas Layanan

Lupiyoadi dan Hamdani (2006) mengatakan kualitas layanan adalah pengukuran antara harapan dan kenyataan yang dimiliki oleh para pelanggan atau pengguna atas layanan yang mereka terima atau peroleh. Sedangkan menurut Rangkuti (2006), kualitas layanan atau jasa memiliki dua hal yang dapat mempengaruhi kualitas layanan atau jasa tersebut, di antaranya adalah jasa yang dirasakan (*perceived service*) dan jasa yang diharapkan (*expected service*). Di mana jika jasa yang dirasakan itu lebih kecil dengan apa yang diharapkan maka pelanggan atau pengguna menjadi tidak tertarik untuk menggunakan penyedia jasa tersebut, akan tetapi kalau apa yang dirasakan lebih tinggi dibandingkan dengan apa yang diharapkan maka yang akan terjadi adalah pelanggan atau pengguna akan tertarik memakai jasa yang ditawarkan.

Kualitas layanan merupakan standar layanan yang diberikan kepada pelanggan bisa memberikan kepuasan yang maksimal untuk para pelanggan. Kualitas layanan menjadi hal yang sulit untuk bisa dikendalikan atau dikelola dikarenakan setiap kualitas layanan yang dirasakan oleh para pelanggan berbeda-beda sehingga kegagalan masih akan terjadi dalam kualitas layanan (Wirtz et al., 2012).

Collier dalam Yamit (2013) berpendapat bahwa kualitas layanan lebih mengarahkan kepada pelanggan, pelayanan, kualitas, dan juga tingkatan dalam pelayanan yang diberikan. Maka dari itu, jika pelayanan yang diberikan baik kepada pelanggan pada tingkat dari kepuasan pelanggan juga meningkat, dan ini bisa dijadikan acuan oleh pelanggan untuk tetap setia menggunakan layanan yang ada. Sehingga dalam kualitas layanan ini kinerja dari perusahaan akan ditentukan untuk bisa menciptakan kepuasan para pelanggan.

Menurut Parasuraman sebagaimana dikutip oleh Lupiyoadi dan Hamdani (2006), ada 5 (lima) dimensi dalam suatu pemasaran yang sering kali digunakan untuk acuan dalam kualitas layanan yaitu:

1. Berwujud (*tangible*)

Kemampuan dari suatu perusahaan dalam memberikan kualitas layanannya kepada pelanggan atau pengguna yang memakai jasa yang ditawarkan oleh suatu perusahaan tersebut, di mana memiliki tujuan untuk memberikan pelayanan sesuai dengan karakteristik yang merupakan bukti nyata yang dimiliki oleh perusahaan kepada pihak eksternal. Selain itu karakteristik tersebut juga bisa dilihat dari prestasi kerja yang dapat diberikan secara nyata untuk melakukan pelayanan tersebut. Contoh dari dimensi kualitas layanan tersebut seperti gudang, gedung kantor, perlengkapan dan peralatan yang digunakan pada perusahaan, penampilan pegawai, dan fasilitas-fasilitas lainnya yang berwujud atau nyata.

2. Keandalan (*reliability*)

Di mana pada dimensi ini keandalan merupakan kinerja yang diberikan dari suatu perusahaan untuk melayani pelanggan atau pengguna untuk memenuhi kebutuhan yang diinginkan, kinerja tersebut harus memiliki keandalan atau kinerja yang baik sesuai dengan harapan atau ekspektasi dari pelanggan atau pengguna layanan tersebut. Di mana jika kinerja tersebut memenuhi ekspektasi atau harapan pelanggan maka harus dibutuhkan pelayanan yang kompeten, tepat waktu, sikap yang baik dan ramah pada setiap pelanggan, dan akurasi dalam pengerjaan yang tinggi agar tidak terjadi banyak kesalahan dalam melakukan pelayanan. Memaksimalkan apa yang dimiliki oleh pegawai menjadi suatu

perhatian dan yang harus difokuskan dari perusahaan kepada setiap kinerja pegawai dalam memberikan pelayanannya tersebut kepada pelanggan.

3. Ketanggapan (*responsiveness*)

Pada dimensi ini ketanggapan merupakan suatu ketepatan yang dilakukan oleh suatu perusahaan kepada pelanggan dalam memberikan layanan tersebut, yang berarti membuat pelanggan menunggu merupakan pandangan yang negatif dalam dimensi ini pada kualitas layanan. Setiap kinerja karyawan harus memiliki aspek untuk dapat memberikan pengaruh dari suatu perilaku dalam pelayanan, sehingga sangat diperlukannya daya tanggap atau memahami suatu hal yang akan digunakan untuk memberikan suatu pelayanan kepada pelanggan yang membutuhkan.

4. Jaminan dan Kepastian (*Assurance*)

Kualitas layanan dapat dinilai dari jaminan dan kepastian dari layanan tersebut, di mana berarti sikap, pengetahuan dan *skill* dari karyawan digunakan perusahaan untuk memberikan rasa percaya dan rasa aman kepada pelanggan agar pelanggan tidak ragu untuk menggunakan layanan tersebut. Selain itu jaminan dan kepastian merupakan faktor yang diberikan dari karyawan kepada pelanggan untuk dapat meyakinkan bahwa pelayanan yang diberikan tersebut memang baik, maka dari itu harus dilakukan dengan kecepatan, ketepatan, efisien dan efektif dalam layanan yang diberikan. Sehingga akan memberikan rasa puas kepada pelanggan terhadap layanan yang diberikan oleh perusahaan. Di samping itu jaminan dan kepastian juga dapat dilihat dari karyawan, di mana jika perusahaan memberikan jaminan dan kepastian kepada karyawan, maka karyawan tersebut akan merasa aman dalam bekerja dalam perusahaan tersebut yang akan secara tidak langsung kinerja pada karyawan tersebut akan naik yang tentunya akan berpengaruh pada pelanggan dalam hal melayani apa yang diinginkan.

5. Empati (*Empathy*)

Dalam dimensi ini, empati memberikan rasa pengertian dari layanan kepada pelanggan, di mana dalam memberikan rasa pengertian harus diperlukan rasa perhatian yang ikhlas yang ditujukan untuk pelanggan. Rasa perhatian yang diberikan tersebut akan berupaya dalam memahami kemauan pelanggan. Tentunya kemauan atau keinginan pelanggan bisa berbeda-beda maka dari itu suatu perusahaan harus bisa memperhitungkan dengan baik dan bisa memberikan kenyamanan yang melimpah untuk para pelanggan. Perusahaan juga harus bisa melakukan koordinasi dengan para karyawan untuk bisa mengikuti standar aturan untuk melayani pelanggan yang seperti apa. Pelayanan yang diberikan harus bisa dilakukan pengembangan yang lebih untuk bisa memberikan kepuasan secara berkelanjutan kepada para pelanggan, saat hendak ingin menggunakan layanan tersebut.

### **Pemanfaatan Teknologi**

Pemanfaatan teknologi merupakan salah satu yang terpenting dalam dunia bisnis sekarang, karena dapat membantu efektifitas dan efisiensi dari operasional perusahaan tersebut. Menurut Thompson et al. (1994), pemanfaatan teknologi merupakan pemanfaatan yang diharapkan bisa digunakan sebagai manfaat dalam penggunaan sistem informasi, di mana digunakan untuk menyelesaikan tugas yang diinginkan. Pemanfaatan teknologi tersebut biasanya digunakan dalam aplikasi atau perangkat yang digunakan. Pemanfaatan teknologi memiliki hubungan dengan perilaku dalam menggunakan pemanfaatan teknologi tersebut. Sehingga dapat disimpulkan bahwa pemanfaatan teknologi adalah sesuatu metode yang bisa memudahkan untuk aktivitas banyak orang, yang bisa membantu mengerjakannya lebih efisien lagi dan untuk lebih mempercepat dalam melakukan sesuatu hal, yang ini akan menimbulkan

efek positif bagi banyak orang karena dengan adanya pemanfaatan teknologi akan merasa dimudahkan (Jurnali, 2001).

Teknologi informasi adalah segala jenis teknologi yang digunakan untuk memproses dan dapat digunakan untuk mengirimkan informasi dalam bentuk digital (Lucas, 2000). Warsita (2008) mengatakan bahwa teknologi informasi adalah sarana dan prasarana suatu sistem dan metode untuk menggunakan data dari hasil pemahaman yang akan dilakukan untuk tujuan tertentu. Dari pengertian di atas dapat disimpulkan bahwa pemanfaatan teknologi adalah sesuatu proses yang bisa memberikan kemudahan bagi para pengguna untuk melakukan sesuatu, selain itu pemanfaatan teknologi bisa dijadikan sebagai mediasi untuk bisa melakukan perpindahan data yang diinginkan oleh pengguna. Selain itu, pemanfaatan teknologi bisa menjadikan suatu hal bisa berkembang lebih pesat dan bisa melakukan penyebaran secara cepat ke seluruh dunia. Baik teknologi yang berbentuk nyata maupun tidak nyata seperti *software*, dapat membantu pelanggan dalam memenuhi keinginan tertentu.

### **Kepuasan Pelanggan**

Kepuasan pelanggan adalah evaluasi dari pelanggan setelah memakai layanan atau produk dari suatu perusahaan untuk memenuhi kebutuhan yang diinginkan. Kepuasan tersebut dapat dinilai ketika jasa atau produk melebihi ekspektasi atau harapan dari pelanggan terhadap pemakaian suatu jasa atau produk (Zeithaml & Bitner, 2000). Sedangkan Kotler dan Keller (2009) menyatakan kepuasan pelanggan adalah perasaan senang atau kecewa pelanggan yang berasal dari perbandingan antara hasil dari suatu jasa atau produk dengan harapan yang dimiliki oleh pelanggan terhadap jasa atau produk yang dipakai. Jadi kepuasan pelanggan adalah reaksi yang dimiliki oleh para pelanggan setelah melakukan penggunaan terhadap layanan atau produk dari suatu perusahaan dan biasanya reaksi tersebut memiliki kecenderungan lebih puas terhadap produk dan layanan dari perusahaan.

Kepuasan pelanggan adalah keadaan emosional, reaksi setelah pembelian atau penggunaan jasa atau produk, reaksi tersebut dapat berupa kesenangan, kemarahan, kejengkelan, ketidakpuasan, kegembiraan (Lovelock & Wright, 2007). Sedangkan menurut Duriyanto et al. (2011) kepuasan pelanggan adalah suatu pandangan yang digunakan oleh pelanggan untuk memberikan simpulan dari suatu perilaku yang dapat terlihat, atau segala aspek yang memiliki hubungan dengan produk dan jasa. Sehingga dapat disimpulkan dari pengertian di atas yaitu kepuasan pelanggan merupakan respon yang diberikan oleh pelanggan terhadap suatu produk atau layanan dari suatu perusahaan yang dijadikan referensi atau acuan untuk melihat suatu gambaran atau sifat dari produk atau layanan yang ada.

Tjiptono dan Diana (2015) mengatakan bahwa kepuasan pelanggan memiliki beberapa aspek yang sangat berdampak bagi perusahaan yang terkait dalam jasa atau produk yang diberikan kepada pelanggan. Aspek tersebut adalah loyalitas pelanggan, perilaku komplain, niat beli ulang, dan *gethok tular* (*Word of mouth*) positif.

Selain itu, menurut Tjiptono dan Diana (2019) ada 4 (empat) metode yang dapat mengukur kepuasan pelanggan tersebut, di antaranya adalah:

1. **Sistem Keluhan dan Saran**

Metode dengan sistem keluhan dan saran dapat menjadikan evaluasi bagi perusahaan, dimana dalam metode ini pelanggan dapat memberikan gagasan, masukan, kritik, keluhan, saran, dan kritik terhadap jasa atau produk dari suatu perusahaan.

2. ***Ghost/Mystery Shopping***

Pada metode *Ghost/Mystery Shopping*, perusahaan mempekerjakan orang tersebut menjadi salah satu pembeli untuk menganalisa dan melaporkan kepada perusahaan mengenai

kekuatan dan kelemahan suatu jasa atau produk yang ditawarkan. *Ghost Shopper* dapat dari internal dari perusahaan maupun eksternal perusahaan.

3. *Lost Customer Analysis*

Metode *Lost Customer Analysis* merupakan kegiatan yang dilakukan oleh suatu perusahaan, di mana perusahaan tersebut akan menghubungi pelanggan yang tidak memakai jasa atau produk tersebut atau berhenti.

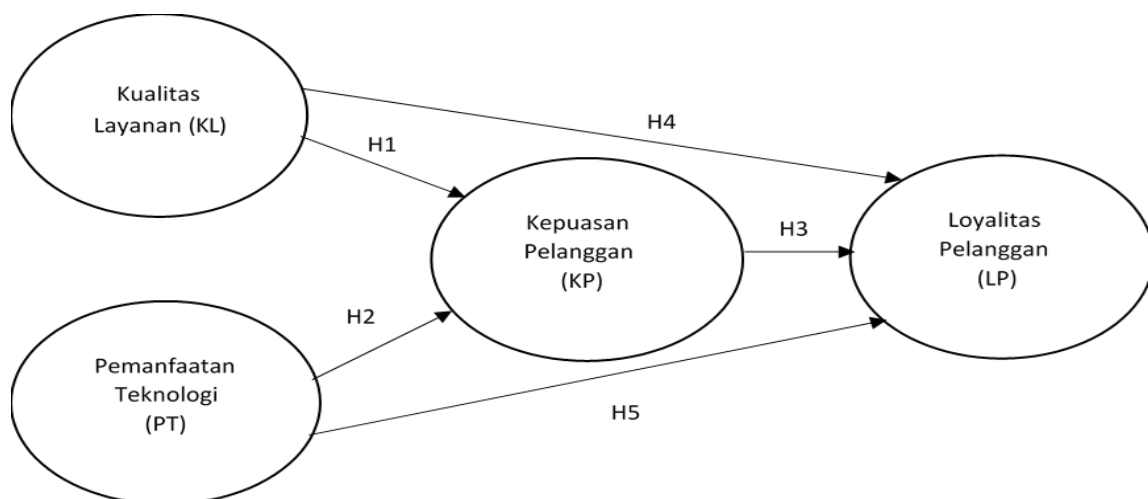
4. Survei Kepuasan Pelanggan

Metode survei kepuasan pelanggan dilakukan suatu perusahaan untuk dapat mengukur kepuasan pelanggan dengan cara via pos, email, telepon, wawancara, dan melalui *website*. Survei tersebut akan diterima oleh perusahaan untuk dilakukannya evaluasi pada jasa atau produk dan melakukan umpan balik (*feedback*) kepada pelanggan.

### Loyalitas Pelanggan

Loyalitas pelanggan adalah saat di mana pelanggan sudah merasakan kecocokan dan berkomitmen, berdasarkan sikap yang positif menanggapi suatu jasa atau produk yang menimbulkan pelanggan akan melakukan pembelian ulang pada jasa atau barang tersebut (Tjiptono, 2012). Sedangkan Kotler dan Armstrong (2008) mengatakan bahwa loyalitas pelanggan adalah komitmen yang dimiliki oleh pelanggan yang telah membeli atau memakai jasa atau produk dari suatu perusahaan, sehingga mereka akan menggunakannya terus menerus atau melakukan pembelian ulang meskipun ada halangan atau usaha pemasaran dari kompetitor yang menyebabkan pelanggan dapat beralih ke jasa atau produk tersebut.

Seiring berkembangnya zaman, menurut Hasan (2008) loyalitas pelanggan berkembang mengikuti 4 (empat) tahap, yaitu (1) loyalitas kognitif adalah pelanggan hanya melihat satu merk yang mereka berikan loyalitas yang tinggi berdasarkan dari pengetahuan yang mereka ketahui; (2) loyalitas afektif adalah loyalitas ini terjadi saat pelanggan telah melakukan pembelian dan pembelian itu sesuai dengan harapan pelanggan; (3) loyalitas konatif merupakan terciptanya niat beli dari pelanggan dikarenakan ada sifat yang berubah-ubah dari pelanggan; (4) loyalitas tindakan merupakan tahapan di mana perusahaan bisa membuat pelanggan bisa melakukan pembelian ulang terhadap produk atau jasanya, pembelian ulang bukan hanya faktor kepuasan tapi juga adanya kebutuhan yang harus dipenuhi.



Gambar 1. Model Penelitian

Berdasarkan kerangka model penelitian yang ada pada gambar 1, hipotesis yang terdapat pada penelitian ini adalah:

- H1: Kualitas Layanan memiliki pengaruh yang positif dan signifikan terhadap Kepuasan Pelanggan.
- H2: Pemanfaatan Teknologi memiliki pengaruh yang positif dan signifikan terhadap Kepuasan Pelanggan.
- H3: Kepuasan Pelanggan berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan.
- H4: Kualitas Layanan berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan
- H5: Pemanfaatan Teknologi berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan.
- H6: Kepuasan Pelanggan memediasi secara positif dan signifikan hubungan Kualitas Layanan terhadap Loyalitas Pelanggan.
- H7: Kepuasan Pelanggan memediasi secara positif dan signifikan hubungan Pemanfaatan Teknologi terhadap Loyalitas Pelanggan.

## **METODOLOGI PENELITIAN**

### **Populasi dan Sampel**

Populasi adalah wilayah umum yang terdiri atas objek atau subjek yang memiliki karakteristik dan kualitas dari masing-masing objek atau subjek yang telah ditetapkan oleh penelitian untuk dapat dipelajari lalu diambil kesimpulannya. Sedangkan sampel adalah bagian dari jumlah dan karakteristik yang terdapat dalam populasi tersebut (Sugiyono, 2019).

### **Penentuan Sampel**

Cara menentukan sampel pada penelitian ini yaitu 10 x variabel yang terdapat pada variabel-variabel pada penelitian ini (Hair et al, 2011). Di mana dalam penelitian ini terdapat 25 indikator yang berarti jumlah sampel yang ada ditentukan: 10 x 25 indikator yang digunakan untuk mengukur empat variabel, yaitu: kualitas layanan, pemanfaatan teknologi, kepuasan pelanggan, dan loyalitas pelanggan. Terdapat 25 indikator pada penelitian ini, maka jumlah minimum sampel adalah 250 responden (10 x 25).

### **Teknik Pengumpulan Data**

Teknik pengumpulan data adalah variabel yang paling penting dalam suatu penelitian, karena pada akhirnya suatu penelitian memerlukan adanya data yang kemudian dikumpulkan untuk diuji. Tanpa adanya pengumpulan data, data yang didapatkan tidak akan memenuhi standar data yang ditetapkan. Menurut Sugiyono (2019) ada dua jenis sumber dari variabel pengumpulan data, yaitu:

1. Data Primer adalah data yang didapatkan langsung dari responden kepada peneliti melalui penyebaran kuesioner, observasi, wawancara, dan dokumentasi.
2. Data Sekunder adalah data yang tidak langsung didapatkan oleh responden, biasanya data sekunder didapatkan melalui hasil penelitian orang lain atau melalui dokumen.

Dalam penelitian ini sumber yang digunakan adalah data primer, karena penelitian ini langsung diberikan kepada orang yang memakai Indihome melalui penyebaran kuisoner dengan menggunakan Google Form.

### **Skala Pengukuran**

Pengukuran merupakan pengumpulan data dalam bentuk angka. Untuk dapat memakai angka tersebut ke dalam suatu objek yang diteliti dibutuhkan skala, di mana skala adalah alat atau mekanisme. Dalam skala tersebut dapat membedakan setiap individu, di mana individu

akan memiliki hasil yang berbeda dengan yang lainnya tentang hasil atau jawaban dari variabel dalam penelitian (Sekaran & Bougie, 2016). Menurut Sekaran dan Bougie (2016), skala dibagi menjadi empat jenis, yaitu:

1. Skala Nominal adalah skala yang digunakan peneliti untuk menetapkan subjek yang dikelompokkan atau dikategorikan.
2. Skala Ordinal adalah dalam skala ordinal peneliti tidak hanya menetapkan secara kelompok atau kategori saja, peneliti juga mengurutkan kelompok atau kategori tersebut dengan cara yang benar.
3. Skala Interval adalah skala yang menggunakan jarak berupa angka atau numerik, di mana angka ini menggambarkan kesamaan jarak pada karakteristik yang sedang diukur.
4. Skala Ratio adalah skala yang menggambarkan seluruh jenis skala yang ada, dan merupakan skala yang paling kuat karena skala ratio memiliki titik nol dalam pengukurannya, di mana menjadi titik pengukuran yang berarti.

Skala yang digunakan pada penelitian ini adalah skala interval, di mana skala interval memudahkan peneliti untuk menghitung operasi dan aritmatika dari hasil data yang diperoleh dari kuisiner (Sekaran & Bougie, 2016). Jenis skala yang digunakan dalam skala interval adalah skala Likert, di mana skala Likert ini menguji para responden mengenai seberapa kuat pernyataan yang diberikan peneliti kepada responden.

### Uji Instrumen Penelitian

Validitas merupakan suatu ketepatan antara data pada objek dalam penelitian dengan data yang tepat dilaporkan oleh peneliti. Maka dari itu data yang valid dikatakan data yang tidak memiliki perbedaan antar data yang dilaporkan oleh peneliti dengan adanya data sesungguhnya dari hasil kuesioner yang ada. Sedangkan, jika peneliti membuat laporan yang tidak sesuai dengan objek yang ada maka hasil tersebut dinyatakan tidak valid (Sugiyono, 2019). Validitas merupakan seberapa baik variabel yang ada dalam penelitian agar sesuai variabel yang ingin diukur. Selain itu, validitas juga berkaitan dengan apakah konsep yang dilakukan benar atau tidak (Sekaran & Bougie, 2016).

Uji validitas konvergen dengan *indicator loadings* atau *outer loading* yang lebih dari 0.7 dapat dikatakan valid (Hair et al., 2011).

Selain itu ada uji reliabilitas yaitu untuk mengukur konsisten suatu alat yang digunakan untuk mengukur konsep yang akan diukur. Reliabilitas mengacu pada konsistensi pengamatan, biasanya lebih dari dua pengamat atau pengamat yang sama dengan kesempatan yang berbeda, yang mengamati peristiwa yang sama dengan hasil yang sama (Sekaran & Bougie, 2016). Suatu data yang dinyatakan reliabel belum tentu valid (Sugiyono, 2019).

Menurut Ghazali (2011) menyatakan bahwa kriteria variabel yang dapat digunakan atau reliabel dengan Cronbach Alpha lebih dari 0.6. Selain itu dengan *Composite Reliability* yang lebih dari 0.7 baru dinyatakan reliabel.

### Evaluasi Model Struktural

Berbeda dengan uji validitas dan uji reliabilitas, uji hipotesa ini model pengukurannya dilihat dari table T value dan R-Square, di mana nilai T value (*one tailed*) dengan nilai 1.28 (*significance level* = 10%), 1.65 (*significance level* = 5%), dan 2.33 (*significance level* = 1%) (Hair et al, 2017). Selain itu pada able R-square dapat dikatakan kuat apabila hasil tersebut lebih dari atau sama dengan 0.75 sehingga model tersebut dapat dikatakan kuat. R-square dapat dikatakan *moderate* apabila hasil tersebut lebih dari 0.25 sampai dengan kurang dari 0.75 sehingga model tersebut dapat dikatakan sedang. R-square dapat dikatakan lemah apabila hasil tersebut kurang dari atau sama dengan 0.25 sehingga model tersebut dapat dikatakan lemah

(Ghozali & Latan, 2015). Untuk p-value lebih kecil dari 0.05 karena menggunakan tingkat kegagalan sebesar 5% (Hair et al, 2017).

## HASIL DAN PEMBAHASAN

Dalam penelitian ini, kuesioner disebarikan kepada 250 responden, di mana peneliti menyebarkan melalui Google Form. Responden yang menjadi sumber data dalam penelitian ini dapat dikelompokkan menjadi beberapa kategori, di antaranya berdasarkan jenis kelamin, domisili, pekerjaan, tingkat penghasilan, dan paket yang digunakan saat ini.

250 responden pada penelitian ini yang telah mengisi kuesioner sebanyak 60% atau 150 responden adalah laki-laki, dan sebanyak 40% atau 100 responden adalah perempuan dengan domisili yang berbeda-beda di antaranya dari Jakarta, Tangerang, Pontianak, Medan, Bandung, Sulawesi Utara, Bekasi, Palembang, Tegal, dan Bengkulu. Responden pada penelitian ini memiliki pekerjaan saat ini adalah pelajar atau mahasiswa sebanyak 77% atau 192 responden, karyawan swasta sebanyak 17% atau 43 responden, wiraswasta sebanyak 5% atau 13 responden, dan ibu rumah tangga sebanyak 1% atau 2 responden. Tingkat penghasilan kurang dari 10 juta sebanyak 78% atau 195 responden, 10 juta sampai 20 juta sebanyak 18% atau 46 responden, dan lebih dari 20 juta sebanyak 4% atau 9 responden. Responden memiliki paket yang beragam di antaranya adalah paket *prestige* atau keluarga sebanyak 74% atau 184 responden, paket khusus guru dan dosen sebanyak 1% atau 2 responden, paket *gamer* sebanyak 20% atau 51 responden, dan paket *streamix* atau *streaming* sebanyak 5% atau 13 responden.

### Statistik Deskriptif

Dalam melakukan pengujian model pengukuran pada penelitian ini dapat dianalisis statistik deskriptif data berupa jarak, nilai minimum, nilai maksimum, rata-rata, dan standar deviasi data.

**Tabel 1. Hasil Uji Statistik Deskriptif Penelitian**

|                         | N   | Range | Min | Maks | Mean  | Standar Deviasi |
|-------------------------|-----|-------|-----|------|-------|-----------------|
| Kualitas Layanan 1      | 250 | 4     | 1   | 5    | 3.988 | 0.822           |
| Kualitas Layanan 2      | 250 | 4     | 1   | 5    | 4.228 | 0.732           |
| Kualitas Layanan 3      | 250 | 4     | 1   | 5    | 4.244 | 0.867           |
| Kualitas Layanan 4      | 250 | 4     | 1   | 5    | 4.236 | 0.782           |
| Kualitas Layanan 5      | 250 | 4     | 1   | 5    | 4.256 | 0.894           |
| Kualitas Layanan 6      | 250 | 4     | 1   | 5    | 4.304 | 0.832           |
| Kualitas Layanan 7      | 250 | 4     | 1   | 5    | 4.204 | 0.864           |
| Kualitas Layanan 8      | 250 | 3     | 2   | 5    | 4.232 | 0.711           |
| Kualitas Layanan 9      | 250 | 4     | 1   | 5    | 4.252 | 0.861           |
| Kualitas Layanan 10     | 250 | 4     | 1   | 5    | 4.120 | 0.760           |
| Pemanfaatan Teknologi 1 | 250 | 4     | 1   | 5    | 4.096 | 0.758           |
| Pemanfaatan Teknologi 3 | 250 | 4     | 1   | 5    | 4.072 | 0.797           |
| Pemanfaatan Teknologi 5 | 250 | 4     | 1   | 5    | 4.156 | 0.817           |
| Kepuasan Pelanggan 2    | 250 | 4     | 1   | 5    | 4.124 | 0.813           |
| Kepuasan Pelanggan 3    | 250 | 4     | 1   | 5    | 4.128 | 0.774           |
| Kepuasan Pelanggan 4    | 250 | 4     | 1   | 5    | 4.188 | 0.815           |
| Kepuasan Pelanggan 5    | 250 | 4     | 1   | 5    | 4.108 | 0.775           |
| Loyalitas Pelanggan 2   | 250 | 4     | 1   | 5    | 4.252 | 0.842           |
| Loyalitas Pelanggan 3   | 250 | 4     | 1   | 5    | 4.236 | 0.813           |
| Loyalitas Pelanggan 4   | 250 | 4     | 1   | 5    | 4.192 | 0.831           |

|                       |     |   |   |   |       |       |
|-----------------------|-----|---|---|---|-------|-------|
| Loyalitas Pelanggan 5 | 250 | 4 | 1 | 5 | 4.324 | 0.792 |
|-----------------------|-----|---|---|---|-------|-------|

Adanya penghapusan indikator Pemanfaatan Teknologi 2, Pemanfaatan Teknologi 4, Kepuasan Pelanggan 1, dan Loyalitas Pelanggan 1, karena jika tidak terjadi penghapusan maka tidak memenuhi syarat yang ada. Kolom N menunjukkan jumlah responden pada penelitian ini, yaitu sebanyak 250 responden. Selain itu adapun nilai jarak yang menunjukkan selisih antara nilai jawaban maksimum pada indikator dengan nilai jawaban minimum pada indikator yang terkait. Sebagai contoh, nilai maksimum pada jawaban indikator Kualitas Layanan 2 adalah 5 dikurang 1 yaitu 4. Di mana pada tabel 1 menunjukkan rata-rata dari jawaban responden atas indikator Kualitas Layanan 2 sebesar 4.228, yang berarti bahwa mayoritas responden menjawab indikator tersebut dengan jawaban “setuju”. Selain itu adapun standar deviasi pada setiap indikator, di mana pada tabel 1 menunjukkan standar deviasi Kualitas Layanan 2 standar deviasinya adalah sebesar 0.732.

### Uji Validitas dan Reliabilitas

Sebuah instrumen dikatakan valid jika memenuhi kriteria, di mana Uji Validitas dan Reliabilitas pada penelitian ini berupa uji validitas konvergen, yaitu melalui nilai *Average Variance Extracted* (AVE) dan nilai *outer loading* setiap indikator. Model pengukuran dikatakan valid apabila telah memenuhi syarat validitas konvergen, di mana nilai *Average Variance Extracted* (AVE) lebih besar dari 0.5, dan nilai *outer loading* indikator lebih dari 0.7. Adapun uji validitas diskriminan dengan metode *Cross-Loading*. Di mana nilai *cross loading* lebih besar dari 0.7 setiap indikator.

**Tabel 2. Uji Validitas Konvergen (AVE)**

| Variabel              | AVE   | Keterangan |
|-----------------------|-------|------------|
| Kualitas Layanan      | 0.706 | Valid      |
| Pemanfaatan Teknologi | 0.846 | Valid      |
| Kepuasan Pelanggan    | 0.789 | Valid      |
| Loyalitas Pelanggan   | 0.782 | Valid      |

**Sumber: Hasil Pengolahan Data**

Dari Tabel 2 dapat dilihat bahwa seluruh variabel telah memenuhi persyaratan validitas konvergen, di mana dalam persyaratan tersebut nilai *Average Variance Extracted* (AVE) lebih dari 0.5. Adapun nilai AVE pada variabel penelitian ini berkisar antara 0.706 sampai dengan 0.846.

Dari Tabel 3 dapat dilihat uji validitas konvergen seluruh indikator memenuhi persyaratan uji validitas *outer loading* yaitu di atas 0.7. Adanya penghapusan indikator Pemanfaatan Teknologi 2, Pemanfaatan Teknologi 4, Kepuasan Pelanggan 1, dan Loyalitas Pelanggan 1, karena jika tidak terjadi penghapusan maka tidak memenuhi syarat yang ada.

**Tabel 3. Uji Validitas Konvergen (Outer Loading)**

| Indikator | Outer Loading | Keterangan |
|-----------|---------------|------------|
|-----------|---------------|------------|

|      |       |       |
|------|-------|-------|
| KL1  | 0.841 | Valid |
| KL2  | 0.816 | Valid |
| KL3  | 0.869 | Valid |
| KL4  | 0.830 | Valid |
| KL5  | 0.833 | Valid |
| KL6  | 0.831 | Valid |
| KL7  | 0.857 | Valid |
| KL8  | 0.818 | Valid |
| KL9  | 0.843 | Valid |
| KL10 | 0.860 | Valid |
| PT1  | 0.918 | Valid |
| PT3  | 0.913 | Valid |
| PT5  | 0.929 | Valid |
| KP2  | 0.882 | Valid |
| KP3  | 0.845 | Valid |
| KP4  | 0.914 | Valid |
| KP5  | 0.909 | Valid |
| LP2  | 0.889 | Valid |
| LP3  | 0.888 | Valid |
| LP4  | 0.899 | Valid |
| LP5  | 0.860 | Valid |

**Sumber: Hasil Pengolahan Data**

Adanya penghapusan indikator Pemanfaatan Teknologi 2, Pemanfaatan Teknologi 4, Kepuasan Pelanggan 1, dan Loyalitas Pelanggan 1, karena jika tidak terjadi penghapusan maka tidak memenuhi syarat yang ada.

Dari Tabel 4 dapat dilihat seluruh indikator dalam *cross loading* memenuhi persyaratan pengujian validitas diskriminan, di mana kriteria dalam pengujian *cross loading* lebih besar dari 0.7.

**Tabel 4. Uji Validitas Diskriminan (Cross Loading)**

|     | KL           | KP    | LP    | PT    | Keterangan |
|-----|--------------|-------|-------|-------|------------|
| KL1 | <b>0.841</b> | 0.727 | 0.716 | 0.789 | Valid      |
| KL2 | <b>0.816</b> | 0.729 | 0.666 | 0.724 | Valid      |
| KL3 | <b>0.869</b> | 0.800 | 0.768 | 0.755 | Valid      |

|      |              |              |       |       |       |
|------|--------------|--------------|-------|-------|-------|
| KL4  | <b>0.830</b> | 0.745        | 0.690 | 0.768 | Valid |
| KL5  | <b>0.833</b> | 0.742        | 0.726 | 0.736 | Valid |
| KL6  | <b>0.831</b> | 0.735        | 0.743 | 0.726 | Valid |
| KL7  | <b>0.857</b> | 0.763        | 0.764 | 0.727 | Valid |
| KL8  | <b>0.818</b> | 0.707        | 0.648 | 0.667 | Valid |
| KL9  | <b>0.843</b> | 0.749        | 0.768 | 0.793 | Valid |
| KL10 | <b>0.860</b> | 0.743        | 0.712 | 0.783 | Valid |
| KP2  | 0.823        | <b>0.882</b> | 0.708 | 0.756 | Valid |
| KP3  | 0.743        | <b>0.845</b> | 0.734 | 0.693 | Valid |
| KP4  | 0.807        | <b>0.914</b> | 0.725 | 0.742 | Valid |
| KP5  | 0.774        | <b>0.909</b> | 0.728 | 0.761 | Valid |
| LP2  | 0.781        | <b>0.717</b> | 0.889 | 0.779 | Valid |
| LP3  | 0.765        | <b>0.734</b> | 0.888 | 0.711 | Valid |
| LP4  | 0.792        | <b>0.755</b> | 0.899 | 0.768 | Valid |
| LP5  | 0.695        | <b>0.675</b> | 0.860 | 0.691 | Valid |
| PT1  | 0.835        | <b>0.765</b> | 0.728 | 0.918 | Valid |
| PT3  | 0.798        | <b>0.781</b> | 0.794 | 0.913 | Valid |
| PT5  | 0.822        | <b>0.747</b> | 0.780 | 0.929 | Valid |

**Sumber: Hasil Pengolahan Data**

Selain uji validitas, dalam pengujian model pengukuran dilakukan uji reliabilitas, di mana pada pengujian reliabilitas menggunakan dua kriteria, yaitu *Cronbach's alpha* dan *Composite Reliability*. Di mana *Cronbach's alpha* dan *Composite Reliability* dapat dinyatakan reliabel jika nilainya lebih besar dari 0.7.

Dari Tabel 5 dapat dilihat *Cronbach's alpha* dan *Composite Reliability* dari variabel kualitas layanan, pemanfaatan teknologi, kepuasan pelanggan, dan loyalitas pelanggan telah memenuhi syarat, di mana setiap variabel harus lebih dari 0.7. Maka dari itu model pengukuran dinyatakan reliabel.

**Tabel 5. Uji Reliabilitas**

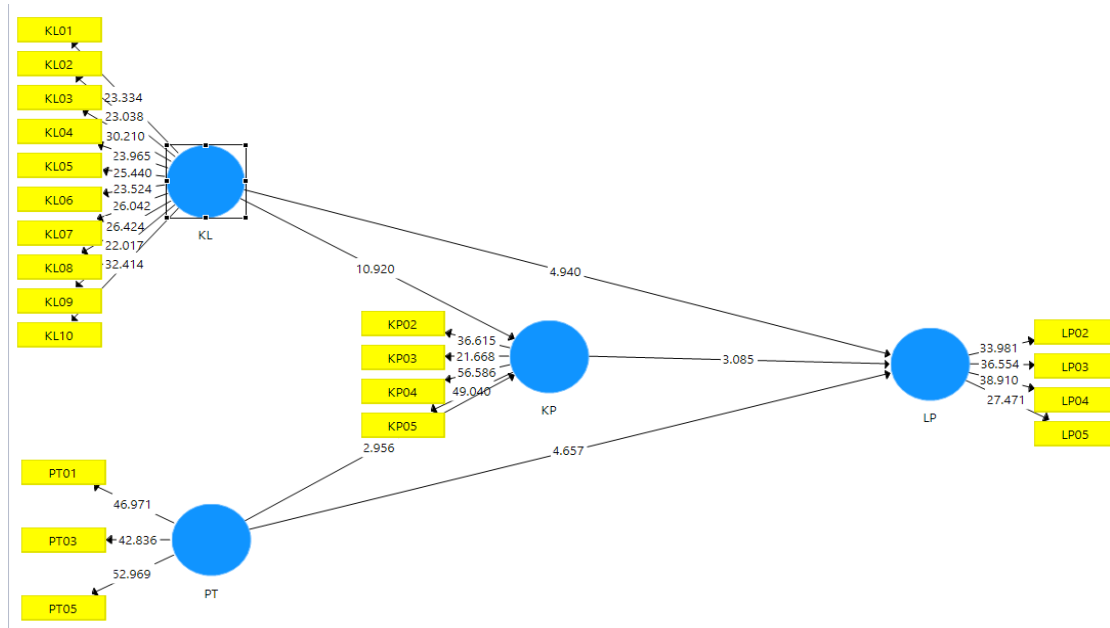
|                       | <b>Cronbach's alpha</b> | <b>Hasil</b> | <b>Composite Reliability</b> | <b>Hasil</b> |
|-----------------------|-------------------------|--------------|------------------------------|--------------|
| Kualitas Layanan      | 0.954                   | Reliabel     | 0.960                        | Reliabel     |
| Pemanfaatan Teknologi | 0.909                   | Reliabel     | 0.943                        | Reliabel     |
| Kepuasan Pelanggan    | 0.910                   | Reliabel     | 0.937                        | Reliabel     |
| Loyalitas Pelanggan   | 0.907                   | Reliabel     | 0.935                        | Reliabel     |

**Sumber: Hasil Pengolahan Data**

### Model Struktural

Model struktural akan menjelaskan hasil dari pengujian hipotesis yang ada. Berikut adalah model dalam penelitian aktual, di mana variabel bebas adalah Kualitas Layanan yang

memiliki 10 indikator dan Pemanfaatan Teknologi yang memiliki 3 indikator, selain itu variabel mediasi pada penelitian ini adalah Kepuasan Pelanggan yang memiliki 4 indikator, dan variabel terikat adalah Loyalitas Pelanggan yang memiliki 4 indikator.



**Gambar 2. Hasil Bootstrapping**  
 Sumber: Hasil Pengolahan Data

Pengujian berikutnya adalah dengan menguji hipotesis, yang bertujuan untuk melihat ada atau tidaknya pengaruh dari variabel independen terhadap variabel mediasi dan variabel dependen. Metode yang digunakan dalam pengujian ini dengan menggunakan uji t, di mana batas t-hitung sebesar 1,65 (*level of significance*=5%) dan batas p-value 0,05. Hipotesis ini dilakukan dengan *one tailed* dan hipotesis ini didukung apabila nilai dari  $t > 1,65$ . Berikut hasil uji hipotesis yang ditunjukkan dalam table 6.

**Tabel 6. Hasil Uji Hipotesis**

| Hipotesis | Pengaruh Variabel                           | Nilai<br><i>Coefficient Path</i> | T-<br>hitung | P-<br>value | Kesimpulan             |
|-----------|---------------------------------------------|----------------------------------|--------------|-------------|------------------------|
| H1        | Kualitas Layanan > Kepuasan Pelanggan       | 0.704                            | 10.920       | 0.000       | Positif dan Signifikan |
| H2        | Pemanfaatan Teknologi > Kepuasan Pelanggan  | 0.205                            | 2.956        | 0.002       | Positif dan Signifikan |
| H3        | Kepuasan Pelanggan > Loyalitas Pelanggan    | 0.192                            | 3.085        | 0.001       | Positif dan Signifikan |
| H4        | Kualitas Layanan > Loyalitas Pelanggan      | 0.421                            | 4.940        | 0.000       | Positif dan Signifikan |
| H5        | Pemanfaatan Teknologi > Loyalitas Pelanggan | 0.301                            | 4.657        | 0.000       | Positif dan Signifikan |

|    |                                                                        |       |       |       |                        |
|----|------------------------------------------------------------------------|-------|-------|-------|------------------------|
| H6 | Kualitas Layanan><br>Kepuasan Pelanggan><br>Loyalitas Pelanggan        | 0.135 | 2.896 | 0.002 | Positif dan Signifikan |
| H7 | Pemanfaatan Teknologi ><br>Kepuasan Pelanggan ><br>Loyalitas Pelanggan | 0.039 | 2.134 | 0.017 | Positif dan Signifikan |

**Sumber: Hasil Pengolahan Data**

Hipotesis pertama yaitu Kualitas Layanan yang memiliki nilai t-hitung sebesar 10.920 lebih besar dari 1.65, dan nilai dari p-value yaitu 0.000 dan hal tersebut didukung karena  $< 0.05$  maka H1 dikatakan positif dan signifikan, yang berarti ada pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan. Angka tersebut menyatakan bahwa hipotesis pertama didukung.

Hipotesis kedua yaitu Pemanfaatan Teknologi yang memiliki nilai t-hitung sebesar 2.956 lebih besar dari 1.65, dan nilai dari p-value yaitu 0.002 dan hal tersebut didukung karena  $< 0.05$  maka H2 dikatakan positif dan signifikan, yang berarti ada pengaruh Pemanfaatan Teknologi terhadap Kepuasan Pelanggan. Angka tersebut menyatakan bahwa hipotesis kedua didukung.

Hipotesis ketiga yaitu Kepuasan Pelanggan yang memiliki nilai t-hitung sebesar 3.085 lebih besar dari 1.65, dan nilai dari p-value yaitu 0.001 dan hal tersebut didukung karena  $< 0.05$  maka H3 dikatakan positif dan signifikan, yang berarti ada pengaruh Kepuasan Pelanggan terhadap Loyalitas Pelanggan. Angka tersebut menyatakan bahwa hipotesis ketiga didukung.

Hipotesis keempat yaitu Kualitas Layanan yang memiliki nilai t-hitung sebesar 4.940 lebih besar dari 1.65, dan nilai dari p-value yaitu 0.000 dan hal tersebut didukung karena  $< 0.05$  maka H4 dikatakan positif dan signifikan, yang berarti ada pengaruh Kualitas Layanan terhadap Loyalitas Pelanggan. Angka tersebut menyatakan bahwa hipotesis keempat didukung.

Hipotesis kelima yaitu Pemanfaatan Teknologi yang memiliki nilai t-hitung sebesar 4.657 lebih besar dari 1.65, dan nilai dari p-value yaitu 0.000 dan hal tersebut didukung karena  $< 0.05$  maka H5 dikatakan positif dan signifikan, yang berarti ada pengaruh Pemanfaatan Teknologi terhadap Loyalitas Pelanggan. Angka tersebut menyatakan bahwa hipotesis kelima didukung.

Hipotesis keenam Kualitas Layanan yang memiliki nilai t-hitung sebesar 2.896 lebih besar dari 1.65, dan nilai dari p-value yaitu 0.002 dan hal tersebut didukung karena  $< 0.05$  maka H6 dikatakan positif dan signifikan, yang berarti ada pengaruh Kualitas Layanan terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan. Angka tersebut menyatakan bahwa hipotesis keenam didukung.

Hipotesis ketujuh Pemanfaatan Teknologi memiliki nilai t-hitung sebesar 2.134 lebih besar dari 1.65, dan nilai p-value yaitu 0.017 dan hal tersebut didukung karena  $< 0.05$  maka H7 dikatakan positif dan signifikan, yang berarti ada pengaruh Pemanfaatan Teknologi terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan. Angka tersebut menyatakan bahwa hipotesis ketujuh didukung.

## KESIMPULAN

### Kesimpulan

Berdasarkan hasil analisis dan pengujian hipotesis, semua hipotesis dalam penelitian ini memiliki pengaruh yang positif terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan, berikut kesimpulan dari masing-masing hipotesis:

**H1: Kualitas Layanan berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan**

Hasil hipotesis ini menunjukkan pengaruh kualitas layanan terhadap kepuasan pelanggan berada pada nilai kritis sebesar 10.920 dan p-value sebesar 0.000. Angka ini menunjukkan nilai kritis lebih besar dari angka 1.65 dan p-value lebih kecil dari 0.05 (didukung). Jadi, dapat disimpulkan oleh Peneliti bahwa hasil uji hipotesis menunjukkan bahwa kualitas layanan memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan. Hasil ini mendukung landasan teori yang ada serta penelitian terdahulu.

**H2: Pemanfaatan Teknologi berpengaruh positif dan signifikan terhadap Kepuasan Pelanggan**

Hasil hipotesis ini menunjukkan pengaruh pemanfaatan teknologi terhadap kepuasan pelanggan berada pada nilai kritis sebesar 2.956 dan p-value sebesar 0.002. Angka ini menunjukkan nilai kritis lebih besar dari angka 1.65 dan p-value lebih kecil dari 0.05 (didukung). Jadi, dapat disimpulkan oleh Peneliti bahwa hasil uji hipotesis menunjukkan bahwa pemanfaatan teknologi memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan. Hasil ini mendukung landasan teori yang ada serta penelitian terdahulu.

**H3: Kepuasan Pelanggan berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan**

Hasil hipotesis ini menunjukkan pengaruh kepuasan pelanggan terhadap loyalitas pelanggan berada pada nilai kritis sebesar 3.085 dan p-value sebesar 0.001. Angka ini menunjukkan nilai kritis lebih besar dari angka 1.65 dan p-value lebih kecil dari 0.05 (didukung). Jadi, dapat disimpulkan oleh Peneliti bahwa hasil uji hipotesis menunjukkan bahwa kepuasan pelanggan memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan. Hasil ini mendukung landasan teori yang ada serta penelitian terdahulu.

**H4: Kualitas Layanan berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan**

Hasil hipotesis ini menunjukkan pengaruh kualitas layanan terhadap loyalitas pelanggan berada pada nilai kritis sebesar 4.940 dan p-value sebesar 0.000. Angka ini menunjukkan nilai kritis lebih besar dari angka 1.65 dan p-value lebih kecil dari 0.05 (didukung). Jadi, dapat disimpulkan oleh peneliti bahwa hasil uji hipotesis menunjukkan bahwa kualitas layanan memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan. Hasil ini mendukung landasan teori yang ada serta penelitian terdahulu.

**H5: Pemanfaatan Teknologi berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan**

Hasil hipotesis ini menunjukkan pengaruh pemanfaatan teknologi terhadap loyalitas pelanggan berada pada nilai kritis sebesar 4.657 dan p-value sebesar 0.000. Angka ini menunjukkan nilai kritis lebih besar dari angka 1.65 dan p-value lebih kecil dari 0.05 (didukung). Jadi, dapat disimpulkan oleh peneliti bahwa hasil uji hipotesis menunjukkan bahwa pemanfaatan teknologi memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan. Hasil ini mendukung landasan teori yang ada serta penelitian terdahulu.

**H6: Kepuasan Pelanggan memediasi secara positif dan signifikan hubungan Kualitas Layanan terhadap Loyalitas Pelanggan**

Hasil hipotesis ini menunjukkan pengaruh kepuasan pelanggan yang memediasi kualitas layanan terhadap loyalitas pelanggan berada pada nilai kritis sebesar 2.896 dan p-value sebesar 0.002. Angka ini menunjukkan nilai kritis lebih besar dari angka 1.65 dan p-value lebih kecil dari 0.05 (didukung). Jadi, dapat disimpulkan oleh peneliti bahwa hasil uji hipotesis menunjukkan bahwa kepuasan pelanggan memediasi secara positif dan signifikan hubungan kualitas layanan terhadap loyalitas pelanggan. Hasil ini mendukung landasan teori yang ada serta penelitian terdahulu.

H7: Kepuasan Pelanggan memediasi secara positif dan signifikan hubungan Pemanfaatan Teknologi terhadap Loyalitas Pelanggan

Hasil hipotesis ini menunjukkan pengaruh kepuasan pelanggan yang memediasi pemanfaatan teknologi terhadap loyalitas pelanggan berada pada nilai kritis sebesar 2.134 dan p value sebesar 0.017. Angka ini menunjukkan nilai kritis lebih besar dari angka 1.65 dan p value lebih kecil dari 0.05 (didukung). Jadi, dapat disimpulkan oleh peneliti bahwa hasil uji hipotesis menunjukkan bahwa kepuasan pelanggan memediasi secara positif dan signifikan hubungan pemanfaatan teknologi terhadap loyalitas pelanggan. Hasil ini mendukung landasan teori yang ada serta penelitian terdahulu.

### Saran

Terdapat saran untuk penelitian selanjutnya sebagai berikut:

1. Saran pertama, yaitu penelitian yang dilakukan ini memiliki 2 variabel independen adalah kualitas layanan dan pemanfaatan teknologi, 1 variabel mediasi adalah kepuasan pelanggan, dan 1 variabel dependen adalah loyalitas pelanggan. Di mana secara teoritis masih banyak variabel yang dapat mempengaruhi kepuasan dan loyalitas pelanggan. Dan diharapkan untuk penelitian selanjutnya menggunakan variabel yang lebih beragam dan lebih variatif.
2. Saran kedua, yaitu penelitian selanjutnya lebih mencari responden kepada perusahaan lainnya seperti First Media, BizNet, MNC Play, My Republic, dan lain-lain yang memiliki jenis yang sama dengan penelitian ini. Agar lebih mendapatkan penelitian yang lebih akurat, dan lebih jelas, sehingga akan menghasilkan jenis penelitian yang bervariasi lagi.

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