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THE EFFECT OF CORPORATE IMAGE AND PRICE FAIRNESS ON GOJEK USER LOYALTY AND SATISFACTION

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ABSTRACT

This study aims to realize the influence of tariffs, and company image related to customer loyalty of online-based public transportation services to Gojek customers. The process model used during this research is the perception of causality and the perception of causality and the number of respondents in this study is 120 respondents. In research conducted based on perceived causality (perceived causality) according to a partial way a significant effect on customer loyalty. The results of this study prove that the company's image affects customer satisfaction and customer loyalty, therefore it affects positively on the fairness of a price.

Keywords: Customer Loyalty; Perception of Causality; Quality of Service

INTRODUCTION

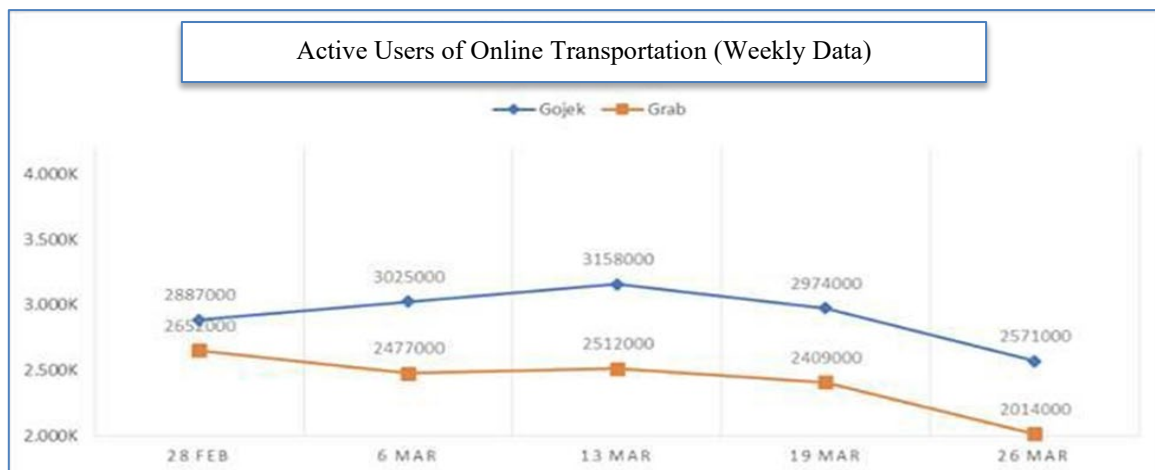
Along with the development and progress of the times, there have been many very important changes, one of which is transportation. Transportation is very important because everyone must have or at least ride public transportation for the smooth running of daily activities. Examples of common activities such as work, school, and other traveling activities. And in an era like this more and more public transportation is offered, and the more developments we can see in each of them. For example, there are Gojek, Grab, Bluebird Online, In Driver, and so on. This allows consumers to freely choose the brand of public transportation they want to use, and of course these public transportations must have the best offers in order to attract the attention of consumers and make these consumers become their customers.

According to a quote from Durianto et al. (2004) "Brands can simplify a process for making purchasing decisions by customers, and with brands, customers can easily and carefully make comparisons to make a difference in a product to be purchased and with other products related to satisfaction, quality, pride, or other attributes that remain attached to the brand." In addition to Durianto et al. (2004), according to Kotler (2010) regarding purchasing decisions are as follows: "customer preferences for a brand contained in the collection of choices and customer intentions to be able to buy and use the brand they like most."

The needs and changes of society are growing and changing as a result of the era of globalization that continues to develop. With these opportunities, many business competitions are getting stronger and stronger, in domestic or global or international business. And with this happening, the transportation service sector is needed to be able to meet the needs of the community appropriately and efficiently. PT Gojek Indonesia is the first pioneer in the field of online transportation in Indonesia, PT Gojek was founded by Nadiem Makarim who at that time was 30 years old. Gojek began to launch online motorcycle taxi applications through smartphones in January 2015. Gojek managed to break quickly and many used Gojek, Gojek also became a local startup company that made online transportation services offers with motorcycles that quickly developed to major cities in Indonesia.

Gojek is a role model and makes online transportation business opportunities wide open. Over time, online transportation competitors emerged such as Grab, Uber, Ladyjek, Call Jack, Ojekko, and Blujek. But the only one fell and the one who became a permanent competitor was Grab, but with Grab, it does not change the loyalty of Gojek customers, they prefer to use Gojek instead of Grab, here is a table of the development of active users of Gojek and Grab on a weekly basis.

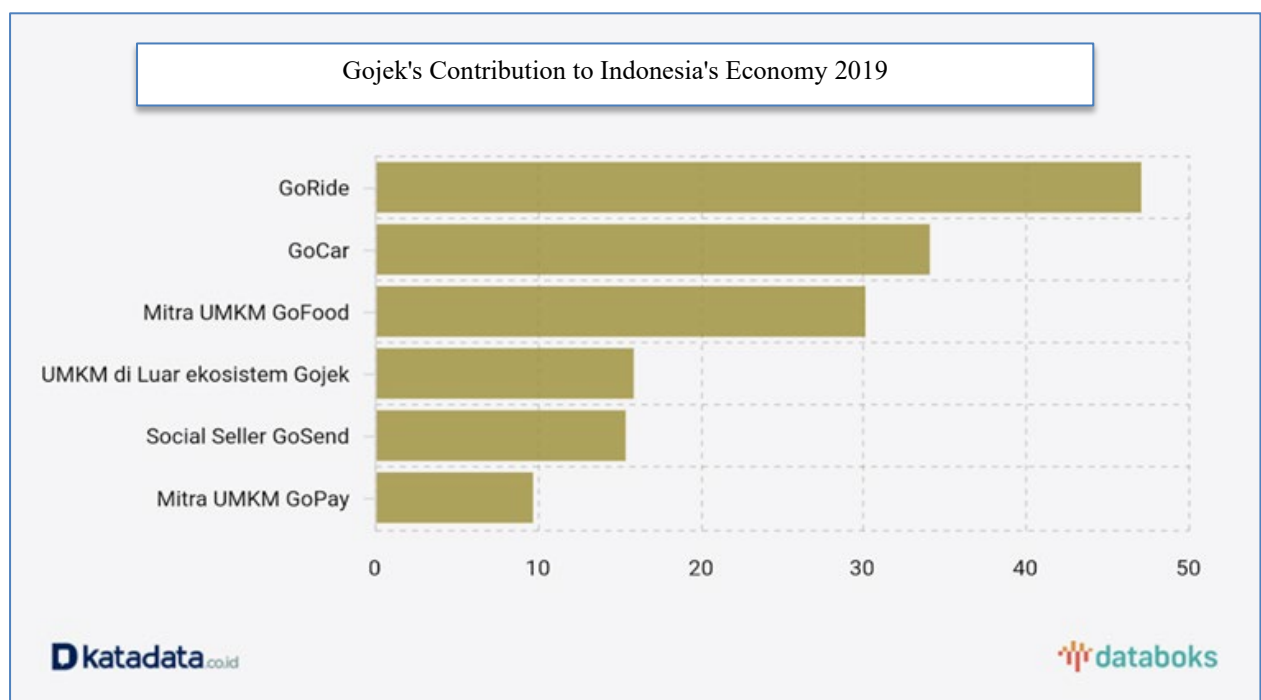
Table 1. Development of Gojek and Grab Active Users on a Weekly Basis



We can see that with a lot of competition for online motorcycle taxis that are quite tight, Gojek began to hold several other services that are innovative and creative. Other services are made by Gojek to continue to meet the needs of customers and also be able to satisfy customers to the maximum, examples of other services from Gojek are as follows:

- Car
- Food
- Clean
- Send
- Club
- Pay/Go-PayLater,
- Med
- Shop
- Mart
- Bluebird
- Box
- Transit
- Pulses
- Sure
- Tix
- Play
- Greener
- Investment
- Bill
- Nearby

Table 2. Gojek's Contribution to Indonesia's Economy 2019



Gojek also wants all their customers to reach their point of satisfaction, therefore they are also sensitive and quickly adapt to every change that occurs and make many innovations and creative ideas. But this will not be enough to make consumers reach the point of satisfaction, because there are Gojek drivers who make a lot of problems in the field. Gojek should be able to improve their standards and quality to make customers satisfied and also loyal to the Gojek brand. Therefore, this research was made with the title "The Effect of Price Fairness, Company Image on Gojek User Satisfaction and Loyalty".

The main problems of this study are:

1. How does the price fairness affect the satisfaction of Gojek service users?
2. How does the company's image affect the satisfaction of Gojek service users?
3. How does flight user satisfaction affect Gojek service user loyalty?
4. How does the price fairness affect the loyalty of Gojek service users?
5. How does the company's image affect the loyalty of Gojek service users?

And the objectives of this study are:

1. Understand the effect of price fairness on the satisfaction of Gojek service users.
2. Understand the influence of corporate image on the satisfaction of Gojek service users.
3. Understand the effect of flight service user satisfaction on Gojek service user loyalty.
4. Understand the effect of price fairness on the loyalty of Gojek service users.
5. Understand the influence of company image on the loyalty of Gojek service users.

LITERATURE REVIEW

Perception of Price Fairness

The perception of price fairness becomes a tendency for a customer when price determines the benefits of services provided. The assessment that a service is expensive, cheap or ordinary, of course, from each person must be different because it depends on the point of view of each individual who is influenced by the situation and conditions of an individual. Price fairness has become an evaluation of results to meet results that can be accepted by customers. Based on Martín-Consuegra et al. (2007), reasonable rates can be measured from several factors including:

1. Consumers who make transactions feel that they have paid a reasonable rate for each transaction.
2. Tariff variations become references deemed appropriate by customers for the same type of product or service that will be offered at different prices by competitors.
3. Price Terms are normal in transactions.
4. In setting tariffs, the ethics that must be possessed by the company is to always inform customers about any tariffs that change by the company before the new tariff is set.

Company Image

The image of the company is the impression, feeling, or image of the people towards a company that is deliberately created by the product or service offered. A company's reputation is a generic perception based on a company or its products. Company reputation refers to the company's name, architecture, product diversity, traditions, ideology, & quality impression conveyed by the Company that interacts with the organization's customers. Therefore, according to the analysis of the experts above, it can be interpreted that the company's image is an impression formed in consumers in the company either on the quality of services or products provided, or on the company's good reputation in the people's environment.

Customer Satisfaction

Customer satisfaction is a comparison of customer emotions to expectations and results of services provided (Kotler & Armstrong, 2005). While the indicators of satisfaction formation are as follows. Willingness to meet expectations, reuse and recommend. Many factors that affect a customer's pleasure are perceptions of service quality and price. Quality of service is the quality of service provided by Gojek to its customers according to standard service procedures. Quality of service aims to meet the needs and desires of our customers in order to remain loyal to our service providers. Price is the amount required to obtain a set of goods along with their combinations and services. According to Kotler & Armstrong (2005), on the other hand, it defines price as the amount of money spent to obtain a product or service and its utility.

Customer Loyalty

Loyalty can be defined as loyalty. Such loyalty can be concluded without coercion. With quality services carried out by the company, of course, it aims to build consumer satisfaction that will influence behavior on consumers. While the concept of customer loyalty tells more about buyer behavior. So, because of consumer behavior such as repeated purchases, it is proven that the situation where consumers are loyal to the company and do not want to move to competitors even though the products and services were scarce and consumers voluntarily suggested these products and services to their environment. "Consumer loyalty is consumer loyalty to the company, brand or product. Then Sutisna (2003) also defines loyalty as a positive attitude towards a product or service, which is reflected in consistent brand purchases over time.

Hypothesis

1. The Relationship between Price Fairness and Customer Satisfaction

Bei & Chiao (2001) state that customers repeatedly make transactions when they feel that the price offered is reasonable. Therefore, pricing carried out by the company will affect consumer satisfaction because if the price is expensive then consumers may not make transactions and protest. So, when the price is not in accordance with the service provided, consumers will think that the quality of the service provided is not good. This hypothesis proves that positive fairness will be sustainable with loyalty through consumer satisfaction, This is certainly the basis of the hypothesis research we propose, namely H1: Positive price fairness.

2. The Relationship between Company Image and Customer Satisfaction

In winning a competition, one of the main keys is to provide pleasure to customers by providing quality services at competitive rates. The Company's image is one of the important things as a means to win competition in the market. When a company can clearly define its image, the next step is to convey the image so that this factor provides a long-term competitive advantage for the company. Customer satisfaction can shape a positive attitude of consumers towards a company and build a high corporate image, as customer expectations and expectations are formed through their experience. This point is one of the bases of the proposed research, namely H2: positive company image related to customer satisfaction.

3. The Relationship between Customer Satisfaction and Customer Loyalty

When customers buy a product or service, they are satisfied with the product and experience customer satisfaction. But this did not immediately make him loyal. Companies still have to make consistent quality improvements in order to maintain customer loyalty. Based on Bowen and Chen's survey (2001), relationships are non-linear and asymmetric, but there is

a relationship between customer loyalty and customer satisfaction. Customer loyalty is greatly influenced by customer satisfaction, and customer satisfaction is key to building customer loyalty. According to Schnaars (1991), the purpose of a company is basically to satisfy its customers. Creating customer satisfaction can provide many benefits, including a harmonious relationship between business and customer, repeat purchases and creating customer loyalty. Taking this relationship into account, the study proposes a third hypothesis: H3: Customer satisfaction has an effect on customer loyalty.

4. Price Fairness Relationship with Customer Loyalty

Price fairness has a positive relationship with customer loyalty. This supports the hypothesis that fair prices can be customer loyalty. Meanwhile, according to Bei and Chiao (2001) in their study that price fairness is significantly related to customer loyalty. This is the basis for making the hypothesis proposed, namely H4: positive price fairness is related to customer loyalty.

5. Relationship between Company Image and Customer Loyalty

In research conducted by Gregory, a company's reputation is a mixture of effects on observers of several elements and visuals of a business, whether planned or not, without planning or external influence. The importance of building a business image in the eyes of consumers, because a good image affects customer interest in buying the products offered. The better the company's reputation, the greater the desire to make repeated purchase transactions by customers. On the other hand, a company's negative reputation affects customers when they buy back the products and services provided by them. This is the basis for developing the hypothesis developed, namely H5: the company's image has a significant effect on customer loyalty.

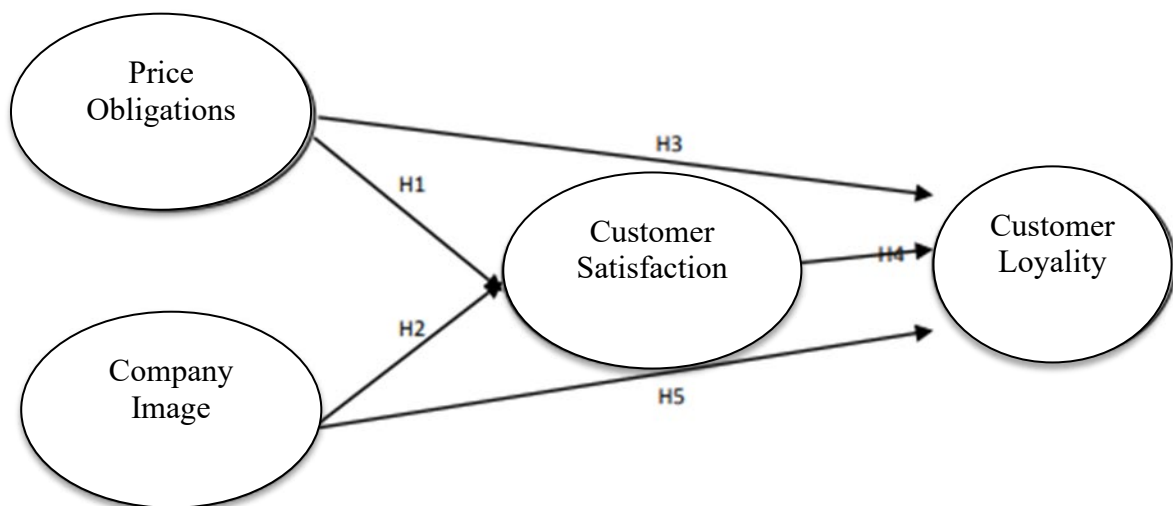


Figure 1. Research Model

RESEARCH METHOD

Design and Scope of Research

The explanatory method is the method used for this research. And the causality model is a way that is interpreted by a method that has the aim of choosing the relationship of exogenous variable causation with endogenous variables. This observation was made in the Jakarta area. The focus of this research is customer pleasure, customer loyalty, customer image and reasonable prices for online-based public transportation service users for Gojek customers. The study was conducted for 2 weeks, from April 11 to April 25, 2022.

Population and Research Sample

This observation uses the population for its testing which is taken from the total Gojek customers. The sample used is a unit of the total Gojek user community. Ferdinand (2002) said that the sample used for population calculation uses the SEM method between 100–200 or depends on the size scale used in all latent variables, namely total size (x) 5-10. This observation used fourteen indicators and then used standard estimates of the number of standards to obtain a sample size of 60–120 speakers. In this observation, the sample used was the maximum, which was 120 speakers. The calculation method in the sample used in this study is purposive sampling, namely Gojek users who have used online motorcycle taxi services at least 2x in one day, use their own costs to pay Gojek bills, and at least graduated from high school.

Research Variables

In this observation process, the variables made are sourced from various kinds of observations that have been made. The variables of fair price and acceptance of price are made based on observations made by Martín-Consuegra et al. (2007). The customer pleasure variable is built from observations made by Puspitasari (2006) and the customer loyalty variable is built from the theory of Kotler and Keller (2007) and corporate image is based on the observations of Andreassen and Lindestad (1997).

Variable Operational Definition

The operational definition of variables is useful for no deviation in the meaning of the variables to be described. The operational definition of the variables of each variable becomes.

Price fairness is where a process produces and the price results can be agreed upon by the customer. According to experts Martín-Consuegra et al. (2007) the reasonableness of prices can be determined according to the quality of service. This condition is seen from the price of online motorcycle taxi services set by Gojek is considered in accordance with the quality of service received by customers. Price reference is a comparison of the price of public transportation services, where customers feel the price offered is arguably a reasonable price because the public transportation services offered by Gojek with the quality and experience provided by drivers are in accordance with the set price. The price set is a notification attitude regarding the estimated price of ojek transportation by Gojek to its customers.

Company image is an assessment obtained from a person's knowledge and experience about the company. The company's image can be seen by advertising, namely customer attention to marketing activities carried out from Gojek.

Measurement of Research Variables

In measuring research variables, we conduct instruments in data collection which are questionnaires, consisting of several statements that can measure a specified variable. The

questionnaire is carried out by collecting data submitted to each individual who has been selected. To use a closed statement must collect data to each individual directly. Answers will be found if there is already a closed statement that has a closed questionnaire established by Likert Scale.

Data Collection Procedure

The procedure of a study conducted in this observation is qualitative and quantitative. For qualitative data it is used with a number of data that is not considered with numbers, while for quantitative data is the value of each individual variable from the number of respondents. Has the meaning of the existence of research and a general description of a company. Here the primary data used are answers from each respondent related to the questions the researchers asked them. Then there is secondary data which means that the data is collected indirectly but from the same company, literature, and research magazines/journals or that can be a reference for the problem that the researcher is researching (Sugiyono, 2007).

Data Analysis Techniques

The hypothesis test of data analysis carried out is with the SEM method stands for (Structural Equation Modeling) taken from SPSS, AMOS and the test has a relatively difficult relationship based on simultaneous (Ghozali, 2005).

RESULTS AND DISCUSSION

Research Analysis

The analysis of the research conducted looked at the answers from the demographics of the research conducted. In this study, it was assessed based on the gender and experience of Gojek customers in the frequency they used Gojek services.

Table 3. Gojek Customer Satisfaction Level by Gender

Gender	Very dissatisfied	Not satisfied	Quite satisfied	Satisfied	Very satisfied	Total
Man	2	5	6	28	19	60
Woman	0	7	10	30	13	60
Total	2	12	16	58	32	120

In table 3, around 58 people said they were satisfied with Gojek's services, with details of 28 men and 30 women. The results also showed that around 48% of people were quite satisfied with Gojek's services. Then, a total of 32 people answered very satisfied with the details of 19 men and 13 women. That response represented 27% of the sample. Women became the majority of answers who answered satisfied with Gojek services, and men became the majority of answers very satisfied with Gojek services. However, it should also be seen that there are about 30 people who answered in the assessment range very dissatisfied to quite satisfied, or about 25%.

Table 4. Gojek Customer Satisfaction Level based on Travel Frequency

Gender	Very dissatisfied	Not satisfied	Quite satisfied	Satisfied	Very satisfied	Total
1–2 times	2	5	3	3	5	18
3–4 times	0	4	3	28	17	52
>4 times	0	3	10	27	10	50
Total	2	12	16	58	32	120

In Table 4 the author divides the frequency of use into 3 parts, namely 1-2x, 3-4x, and more than 4x. Of the three frequency divisions, the most dominant frequency of use is at 3-4x with 52 people or 43% of the number of respondents. Looking at these results, we can judge that Gojek is quite widely used by the public, especially in Jakarta. For the frequency of use more than 4 times is also more or less close to the number of customers with a frequency of 3-4x, which is 50 people or 42%.

Description of Research Variables

Questionnaire is a technique in collecting observation data with 14 indicators to be studied. In the calculation of the answers from the respondents, it was found that there was a fairly high average at a fair price, and the parameters obtained were 3.91.

In looking at the average score results obtained in the questionnaire, of course there are parts that are lower on average than the overall average and certainly some are higher than the overall average. The company's image has a high average in actual experience, customer loyalty in repeat purchase scores, and customer satisfaction in performance have the highest averages, having an average of 3.91 and 3.90 respectively. The rest have average scores that can be said to be low such as physical image and public relations which only earned an average of 3.45 and 3.65 respectively. Some other indicators have low averages as well, such as the price level at 3.21 and the quality of service at 3.40.

Research Instrument Testing

Reliability testing of this instrument uses the Cronbach Alpha coefficient with a reference to the value of the later coefficient > 0.6 . Then it is also necessary to test the validity of the items of the instrument used, the provisions used are alpha values < 0.05 . In the validity test, using the score from the product moment, a score of ≥ 0.3 and a significance of < 0.05 , so that the instrument declared valid. In reliability tests, Cronbach's Alpha results also qualified for more than 0.6.

Model Testing

The model test carried out in the study was to look at several indicators in the chi-square test and fit test. In the test set the alpha value is 0.05. This model conformity test is carried out to see whether the model developed is good enough and appropriate. The decision in the results of this test depends on the p value whether it will be greater or can be smaller than alpha, if $p \geq 0.05$ then there is no difference between the covariance matrix in the population and those in the sample, while if $p < 0.05$ then there is a difference in covariance in the population with the sample.

Two calculations were carried out with the chi-square model, namely on the fairness of prices and company image. In fairness, the price obtained a result of 1.58 and in the image of the company obtained a result of 2.3, both are assessed in the GFI, AGFI, TLI, CLI, and

RMSEA indices in the range of good or expected values. If the range of values has been obtained and the results are good, then the hypothesis used can be considered reasonable and has good acceptance.

Model Modifications

Model modification can occur if there is a difference between the sample covariance matrix and the estimated covariance matrix. Because of the emergence of this discrepancy, it is necessary to re-examine the variables used in the study, especially on the level of their significance. This method is done by getting rid of insignificant variables, and testing without these variables in order to get good and appropriate results.

Through the results of tests conducted on this research variable, all of them have a positive relationship with customer satisfaction, in more detail is the relationship between price fairness and customer satisfaction of 0.46, then the image of the company with customer satisfaction of 0.67, and the relationship of customer satisfaction with loyalty of 0.83. In addition to customer satisfaction, the relationship with customer loyalty is also positive, with details of the relationship between price fairness and customer loyalty of 0.20, the relationship between company image and customer loyalty of 0.24. These results are seen as having no error variables, so no modification of the model is required.

Model-Goodness of Fit Conformity Test

Goodness of Fit testing to test a model fit with existing or not, and if there is a modification of the model, this testing needs to be done as well. A good model after this test means showing good model evaluation results, which means that the model is in accordance with the data.

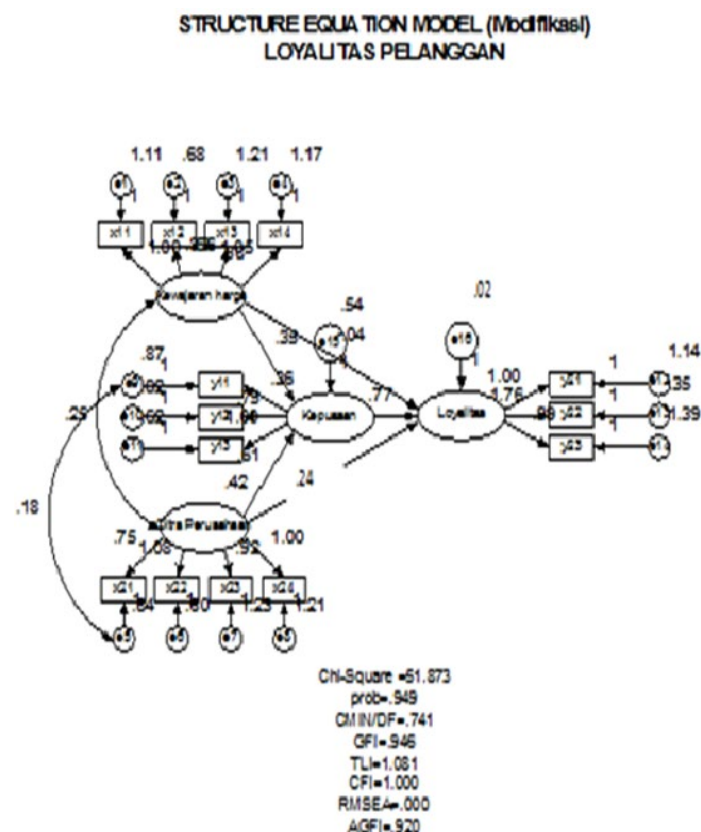


Figure 3. Modified Model of Path Diagram of the Effect of Price Fairness, Company Image on Customer Satisfaction and Customer Loyalty

Table 5. Goodness of Fit Test Results

Model	Default Model	Cut off Value	Information
CMIN	52.033		Based on tests of small, expected significance
Probability Level (p)	0.913	≥ 0.05	Good
CMIN/DF	0.810	≤ 2.00	Good
GFI	0.951	≥ 0.90	Good
TLI	1.130	≥ 0.90	Good
CFI	1.100	≥ 0.90	Good
RMSEA	0.000	≤ 0.08	Good

In table 5 seen in the results of measuring instruments (Probability Level (p), CMIN / DF, GFI, TLI, CFI, RMSEA) shows the information "good" and the value also meets the requirements of the Cut of Value from the test results.

Causality Test

To determine the causality relationship between exogenous variables and endogenous variables in a study, it is necessary to conduct a causality test. This test aims in addition to testing the formulation of research hypotheses.

Table 6. Regression Weight Parameter Estimation

			Estimate	S.E	C.R	P
Satisfaction	←	Price fairness	0.345	0.292	1.672	0.281
Satisfaction	←	Corporate image	0.608	0.347	2.226	0.040
Loyalty	←	Satisfaction	0.773	0.198	3.901	0.000
Loyalty	←	Price fairness	0.045	0.169	0.350	0.852
Loyalty	←	Corporate image	0.240	0.210	1.311	0.230

The real relationship between the company's image to satisfaction and the real relationship between customer satisfaction and consumer loyalty based on the table above is seen by the value of critical error, which is not equal to 0, and it is also seen that there are provisions in the value of $p < 0.05$.

Research Discussion

1. The effect of price fairness on customer satisfaction

This hypothesis test shows that the fair value of the price is 0.281 so that $\rho > (0.05)$, H_0 is accepted. The meaning of this result is that the fairness of the price has no effect on customer satisfaction, with a significance of 5%.

2. The influence of company image on customer satisfaction

The company's image has a result of 0.040 which means $p < 0.05$ so the result is H_0 rejected. The results show that at a significance level of 5%, the company's image affects customer satisfaction.

3. The effect of customer satisfaction on customer loyalty

The result of the customer satisfaction hypothesis test is 0.000 $\rho < (0.05)$, which means that H_0 is rejected. This means that customer satisfaction affects customer loyalty with a significance level of 5%.

4. The effect of price fairness on customer loyalty

The fairness of the price for Gojek customer loyalty has a value of 0.803, which means $\rho > 0.05$, so H_0 is accepted. This shows that the fairness of the price has no effect on customer loyalty at a significance of 5%.

5. The influence of company image on customer loyalty

Customer satisfaction is 0.000 so $\rho < 0.05$. Company image, price fairness has a relationship with customer satisfaction and loyalty in a straight line, although not overall has a significant effect. From these results, loyalty can be built through Gojek customer satisfaction first. Meanwhile, the company's image and price fairness have no influence on customer loyalty from Gojek.

CONCLUSION

Conclusion

Researchers have concluded several research results and discussions, namely:

1. The results of the study through a hypothesis test regarding the probability of price fairness, namely customer satisfaction are not influenced by the fairness of prices.
2. Company Image has the results of a hypothesis test value where the company's image has an influence on customer satisfaction.
3. Customer Satisfaction has the results of a hypothesis test, namely customer satisfaction affects customer loyalty to a product.
4. The result of the hypothesis regarding the critical probability of price fairness with loyalty is that customer loyalty is not influenced by price fairness.
5. Customer loyalty and satisfaction have a positive influence on a company's image and price fairness, but it is not so significant.

Suggestion

1. This study suggests to be able to conduct further research with several other variables to see by measuring the influence of other variables.
2. It is necessary to carry out a wider scope of research in the future, such as covering all of Indonesia in order to get a more complete and comprehensive research picture.

Limitations

1. The variables used are limited to the image of a company with price fairness in measuring loyalty and satisfaction from consumers.
2. The research limit is only limited to Gojek users in Jakarta.

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THE EFFECT OF PRODUCT QUALITY AND SERVICE QUALITY ON CONSUMER SATISFACTION AND REPURCHASE INTEREST (STUDY AT STARBUCKS)

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ABSTRACT

This study tested and analyzed product quality, service, customer satisfaction, and consumer repurchase interest at Starbucks Indonesia. The research population sample is Starbucks Indonesia Consumers with a sample size of 105 respondents. In testing the data analysis hypothesis using SPSS Version 21.0, the results show that product quality and service quality significantly affect consumer satisfaction. Product quality and consumer satisfaction affects repurchase intention, but service quality has no significant effect on the repurchase intention.

Keywords: Product; Service Quality; Customer Satisfaction; Intention to Buying

INTRODUCTION

The fatigue and boredom felt by people in today's era is very diverse. Not infrequently fatigue and boredom can make stress high enough for some people. High stress makes people need a place that they can use to unwind, tired, or even for refreshing for a moment so that the mind becomes fresh as before. Coffee shop is one of the favorite alternative choices for millennial people like today. Besides being a habit of Indonesian people, coffee shops have proven to be able to captivate the hearts of visitors of various ages to stop by this comfortable place.

Since the formation of the Specialty Coffee Association of America (SCAA) in 1982 by coffee traders in the USA, the quality of coffee has become very influential in sensory analysis conducted in the coffee trade. Its original purpose was to discuss the issue of coffee and establish quality standards for the industry. But it affected more and more until today, customers want to drink higher quality coffee. Not only in America, but this has also applied to consumers in Indonesia. Indonesian people are now willing to pay a high price to get high quality coffee accompanied by good service as well, including facilities such as adequate places not only to buy and consume coffee but also to sit, chat, meet with friends, relax, and so on. This makes the coffee shop business very promising because economic growth in the coffee shop sector will continue to increase in the future.

Now the existence of coffee shops or cafes that sell coffee as their main product is increasingly penetrating and favored by the community. The amount of news about the comfort of being in a coffee shop while refreshing the brain increasingly attracts the attention of visitors. The support from the community for the coffee shop is beyond doubt. Coffee shop, which was originally only used as a community gathering place, has now switched to have additional functions as a nostalgic place with old friends, doing tasks, chatting casually, work meetings, and a place for young people to hang out.

PT Sari Coffee Indonesia is a company that has a business segmentation in the field of food and beverage retail, especially coffee with the Starbucks trademark. In Indonesia, in the third quarter of 2021, Starbucks had 478 outlets and this placed Indonesia as the country with the seventh highest number of Starbucks after Taiwan. Meanwhile, in 2021, it was noted that worldwide Starbucks had 32,844 thousand outlets with the most distribution in the United States, its home country.

In building a business before establishing a place is to plan the best possible product starting from raw materials to be consumed by customers. To make product raw materials are needed, the selected raw materials must be of high quality. Product quality plays an important role in sales. Good quality will bring a lot of demand. Product quality is the skill of goods that display results that match or even exceed customer expectations (Kotler & Keller, 2016, p. 164). The same thing is proven the same from the research of Jaya et al. (2021) where product quality has a positive influence related to customer satisfaction.

The quality of a product will affect customer purchase intentions, it is necessary to create quality products so that customers feel satisfied, then also the price of the product also affects the lack of consumer loneliness.

LITERATURE REVIEW

Product Quality

Product quality becomes an overall consumer assessment of the performance of goods or services (Mowen & Minor, 2002). Companies must have adequate capacity or in line with the proposed tariffs when selling services and products in implementing business. In line with

Kotler and Armstrong (2001), quality means the nature of the origin of a product that aims to meet all needs that have been influenced and have potential. The product means something that can be proposed to the market in terms of receiving attention, used or consumed that can indulge in dreams or all needs.

There are three parameters of the quality of a product according to Kotler, 1995 (in Lembang & Sugiono, 2010), namely:

- a. The right taste
Relating to customer evaluation of the taste of a product proposed by the company to customers. Products that are popular are generally considered more quality and credible in taste than using unusual characteristics.
- b. Product characteristics
This dimension is a complementary property that fulfills the basic benefits of a product. Features are optional for customers, if the main benefits are standardized, characteristics are often affixed. If competitors do not have ideals, characteristics are considered capable of elevating product quality.
- c. Packaging resistance
Resistance signifies the life of the product, that is, the quantity of utilization of a particular product before it was altered or defective. The longer the resistance will certainly be more durable, durable products can be considered to have a lot of capacity when juxtaposed with products that expire or are quickly exchanged.

Quality of Service

According to Bouman and van der Wiele (1992, p. 5), aspects of service quality include service to customers, concrete/everything seen in the service provider as well as dogma about collateral delivered by the service provider. Service defined in conservation means appropriate service with the general that has been encouraged, for example the process of identifying products well to customers.

According to Zeithaml et al. (1990, p. 19) service quality is a deviation between customer expectations or willingness to use customer assumptions. Service quality has a variety of different properties so that service quality is difficult to define or formulate. The nature of service quality according to Zeithaml et al. (1990) has three characteristics, namely intangible (cannot be touched), heterogeneous (plural) and indivisible (cannot be divided) or inseparability (cannot be discrete).

Customer Satisfaction

Kotler and Armstrong (2016) state the following about customer satisfaction: "satisfaction is a form of individual pleasure or disappointment resulting from a comparison between the impressions that arise from a product and existing expectations. When expectations do not match then customers are not satisfied. And vice versa. Furthermore, if it exceeds expectations, the customer will be very satisfied or happy".

Kotler (2000) stated that satisfaction is a form of individual pleasure or disappointment resulting from a comparison between the impressions that arise from a product and existing expectations. In addition, usually when consumers have been satisfied, they generally return again to buy different products from the company, so through this they indirectly become effective "Marketers" through positive impressions arising from word of mouth.

Consumer satisfaction can be measured from the gap between consumer expectations and what they get determined by whether the product or service has succeeded in encouraging satisfaction or dissatisfaction from consumers themselves and this will help the company because it will have a positive impact on its business (Hanaysha, 2016)

Satisfaction is a level that is perceived because of its assessment on a comparison of performance or perceived results (Oliver, 1993; Cahyono, 2008). There are three dimensions of universal customer satisfaction measurement (Cahyono, 2008):

- a. Product-related attributes, especially dimensions of satisfaction related to product attributes such as determination of value that will be obtained by price, determination of product satisfaction and benefits.
- b. Service-related attributes are dimensions of satisfaction related to service attributes, for example guarantees offered, completion of services or delivery processes, and troubleshooting processes provided.
- c. Purchase-related attributes, especially the satisfaction dimension, are related to attributes of purchasing decisions from manufacturers such as ease of information obtained, stage of friendliness and image effects in the form of company reputation.

Repurchase Interest

Repurchase interest or intention to repurchase can be said to be part of a form of consumer loyalty to the company by making a repurchase, this is an important action and benefits the company because if a consumer continuously consumes the products or services that the company sells then this shows an attitude of trust and loyalty to the company (Pham et al., 2018).

Intention to repurchase is one part of the behavioral component of consumer attitude, besides that intention to repurchase is a period in which before determining the decision related to the purchase to be made, the response will usually act first (Kinnear, 1995, p. 306; Saidani & Arifin, 2012). Large intention to repurchase certainly shows the level of consumer satisfaction when deciding whether to consume a product again after the product is tried and it is decided whether to like the product or not (Sundalangi et al., 2014).

Ferdinand (2002, p. 2526, in Saidani & Arifin, 2012), states that the intention to repurchase is determined by the following parameters:

- a. Transactional interest is the degree to which an individual tends to buy back or not from a previously purchased product.
- b. Referential interest is the degree to which an individual tends to refer to a product they have bought, so that others will also buy that product, in relation to their consumption experience.
- c. Preferential interest is which interest is preferred, indicated by the behavior of an individual who consistently has a preferred interest and is the main one for the previous product. This preferred choice of interest can change if only certain things happen in the previous product they liked.
- d. Exploratory interest, an interest that describes the behavior of an individual to continue to find or search for existing information related to the product they like and seek further information related to the advantages or positive characteristics of the product they liked before.

To describe the relationship between variables in this study, it is based on personal control, which explains that satisfaction based on one's life or work experience is associated with perceived knowledge through psychological disparities between actions performed and expected results (Rotter, 1966; Rahma, 2007). Furthermore, the level of tendency of an individual to intention to repurchase is due to high consumer satisfaction and high perceptions related to the quality of services and products used by consumers (Puspitasari, 2006; Rahma, 2007; Saidani & Arifin, 2012).

RESEARCH METHOD

The research method used in this study is by conducting a quantitative approach of the explanatory survey type. Sugiyono (2013, p. 13) states that an explanatory survey is a study whose sample is taken from a certain population, where the population is tested and then explained how the claspial relationship between variables that will be tested hypothesis is formed.

In this study, the population is all Starbucks consumers, while the sampling process uses nonprobability sampling because the purposive sampling method will be applied as a technique that will be carried out to determine and conduct sampling. Purposive sampling itself is a sample selected and determined on a consideration (Sugiyono, 2019). This study used purposive sampling because researchers wanted to take the most appropriate sample for this study, because not all members of the population met the criteria in this study. The sample criteria are people who have consumed products and dine in at Starbucks.

RESULTS AND DISCUSSION

Characteristics of respondents

a. Questionnaire return rate

The questionnaires that we distributed were 118 questionnaires and will be illustrated in table 1 below.

Table 1. Questionnaire Return Rate

	Category	Number of Respondents	Percentage
Gender	Male	44	41.90%
	Female	61	58.10%
Age	>15 Years	2	1.90%
	15–25 Years	74	70.48%
	26–35 Years	23	21.90%
	>35 Years	6	5.71%
Profession	Student	35	33.33%
	Employee	61	58.10%
	Entrepreneurial	2	1.90%
	Housewives	7	6.67%
Have ever dined in to consume Starbucks products	Yes	105	100.00%
Long time-consuming Starbucks products	<1 Year	21	20.00%
	1–2 Years	11	10.48%
	2–5 Years	30	28.57%
	>5 Years	43	40.95%

Based on the data, we received 118 questionnaires or as many as 100%. We can process 105 or 89% and 13 questionnaires we cannot process or 11% because they do not meet the criteria to be sampled.

b. Distribution of respondents

The results of the respondents' gender-based descriptive test showed that each male and female respondents were 41.9% and 58.1%. This illustrates that women often dine and dine in at Starbucks because women prefer to gather and talk in cafes than men.

The results of the age-based description test showed: samples under 15 years old as many as 2 people or 33.33%, samples aged 15–25 years as many as 74 people or 58.10% and samples aged 26–35 years as many as 23 people or 21.9% and samples aged over 35 years as many as 6 people or 5.71%. This shows that teenagers eat more often at Starbucks because of the tendency of teenagers to gather at restaurants to eat, drink, and chat.

The results of the profession-based descriptive test showed that the sample who worked as students/students amounted to 35 people or 33.33%, the sample who worked as employees 61 people or 58.10% and the sample who worked as entrepreneurs amounted to 2 people or 1.9% and the sample who worked as housewives amounted to 7 people or 6.67%. Shows that the most dominant employees are at Starbucks for work or simply relaxing with colleagues to eat and chat.

As many as 105 respondents or 100% have eaten and dine in at Starbucks, this is a requirement to be sampled.

The results of descriptive tests based on the length of time consumers consume Starbucks products show that less than 1 year a total of 21 people or 20%, 1–2 years a total of 11 people or 10.48%, 2–5 years a number of 30 people or 28.57% and over 5 years a total of 43 people or 40.95%. This can be interpreted by the number of respondents who have known and enjoyed Starbucks products for more than 5 years.

Description of Research Variables

a. Respondents' Responses to Product Quality Variables

The mean of the product quality variable is 3.91 which shows that respondents tend to agree with statements related to product quality. Of the 6 indicators used in calculating product quality, the indicator with the highest mean is PQ2 which states that "The taste of Starbucks beverage and food products met my expectations." With a mean value of 4.057, it means that respondents agree that the taste provided by Starbucks products is in accordance with their expectations. Then the indicator that has the lowest response mean is PQ6 which states that "The menu of products and beverages offered to me has high durability according to consumer needs." with a mean value of 3.638 means that respondents agree with the statement.

b. Respondents' responses to service quality variables

The mean of the service quality variable is 4.155 which shows that respondents tend to agree with statements related to service quality. Of the 10 indicators that have been used in measuring service quality, the indicator with the highest mean is SQ1 which states that "I feel comfortable with the appearance of the rooms and facilities at Starbucks." With a mean value of 4.629, it means that respondents agree with the statement. The indicator with the lowest response mean was SQ10, which stated that "Starbucks employees make me feel special." with a mean value of 3.743, it means that respondents agree with the statement.

c. Respondents' responses to consumer satisfaction variables.

The mean of the service quality variable is 4.033 which shows that respondents tend to agree with statements related to customer satisfaction. Of the 6 indicators used to measure customer satisfaction, the indicator with the highest mean is SQ3 which states that "I think Starbucks is able to provide good products for consumers." With a mean value of 4.152, it means that respondents agree with the statement. Then the indicator that has the lowest response mean is SQ2 which states that "Starbucks is one of the best services I have ever gotten." with a mean value of 3.762 meaning respondents agree that Starbucks is one of the best services they have ever gotten.

d. Respondents' responses to repurchase interest variables.

The mean of the service quality variable is 3.398 which shows that respondents tend to be neutral with statements related to repurchase interest. Of the 8 indicators used to measure repeat purchase interest, the indicator with the highest mean is SQ6 which states that "I will switch to another product if the food and beverage products at Starbucks are not as expected." With a mean value of 3.695, meaning that respondents agree that they feel Starbucks can provide good products to consumers. Then the indicator that has the lowest response mean is SQ5 which states that "Starbucks has always been my top choice." with a mean value of 2.886 means that respondents tend to be neutral about Starbucks as one of the best services they have ever obtained.

Research Results

Data analysis techniques path analysis techniques, where this is a relationship to describe the influence of independent variables in influencing dependent variables either directly or indirectly through multiple linear regression methods. Then in the process of obtaining value from its direct or indirect influence, analysis is used in the form of regression analysis through the intervening variable method where the method is a bridge that helps connect independent variables and dependent variables.

Table 2. Path Analysis Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.910	1.771		.514	.609
1 Product Quality	.375	.081	.368	4.635	.000
Quality of Service	.348	.055	.507	6.384	.000

a. Dependent Variable: Consumer Satisfaction

In table 2 based on the Standardized Coefficients Beta column, the product quality variable in consumer satisfaction is 0.368 and the service quality variable in consumer satisfaction is 0.507.

Table 3. Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801 ^a	.641	.634	2.295

a. Predictors: (Constant), Quality of Service, Quality of Products

In table 3 it is known that the R Square or coefficient of determination is 0.641. This illustrates that there is an influence of Product and Service Quality on consumer satisfaction, which is as much as 64.1%, while other values of 35.9% come from the contribution of other variables outside the model. Conventionally, R Square can be measured by changing the coefficient matrix of the Product and Service Quality path to a row matrix and then multiplying it by the Consumer Satisfaction column matrix. From the R Square above, the path coefficient of another variable outside the model, ρ_{Y1E} , is calculated by the formula:

$$\rho_{Y1E} = \sqrt{1 - 0,641} = 0.359$$

1) Coefficient Jalur ρ_{Y1X1}

$$H_0: \rho_{Y1X1} = 0$$

$$H_1: \rho_{Y1X1} \neq 0$$

In table 4.15 (sig column) = 0.000 < 0.005 Thus H_0 rejected, or product quality variables have a significant influence on consumers.

2) Coefficient Jalur ρ_{Y1X2}

$$H_0: \rho_{Y1X2} = 0$$

$$H_1: \rho_{Y1X2} \neq 0$$

In table 2 (sig column) = 0.000 < 0.005, this one show H_0 rejected, or service quality variables have a significant effect on customer satisfaction.

Based on testing the path coefficient, it was concluded that the path coefficient of the product quality variable to the consumer satisfaction variable and the service quality variable to consumer satisfaction, both of which are statistically significant.

Table 4. Path Analysis Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-5.100	1.771		-1.478	.143
Product Quality	.685	.081	.405	3.956	.000
Quality of Service	.116	.055	.102	.928	.356
Customer satisfaction	.465	.193	.280	2.414	.018

a. Dependent Variable: Interest in Buying Money

Referring to table 2 based on the Standardized Coefficients Beta column, the product quality variable for repurchase interest is 0.368, then the service quality variable on repurchase interest is 0.507, and the consumer satisfaction variable on repurchase interest is 0.280.

Table 5. Coefficient of Determination (R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.715	.511	.497	4.467

a. Predictors: (Constant), Consumonial Satisfaction, Product Quality

Referring to table 5 shows that the R Square or coefficient of determination is 0.511. This indicates the influence of Product and Service Quality on consumer satisfaction, which is 51.1%, then the other value of 48.9% comes from the contribution of other variables outside the model. Based on the value of R Square, the coefficients of other variable paths outside the model can be calculated through the model $\rho Y2E$ with the formula:

$$\rho Y2E = \sqrt{1 - 0.511} = 0.489$$

1) Coefficient Jalur $\rho Y2X_1$

$$H_0: \rho Y2X_1 = 0$$

$$H_1: \rho Y2X_1 \neq 0$$

When viewed in the table the coefficient in the column of significance is 0.000 which means < 0.005 or thus H_0 is rejected or significantly influenced.

2) Coefficient Jalur $\rho Y2X_2$

$$H_0: \rho Y2X_2 = 0$$

$$H_1: \rho Y2X_2 \neq 0$$

When viewed in the table the coefficient in the column of significance is 0.356 which means > 0.005 or thus H_0 is accepted or not significantly affected.

3) Coefficient Jalur $\rho Y2Y_1$

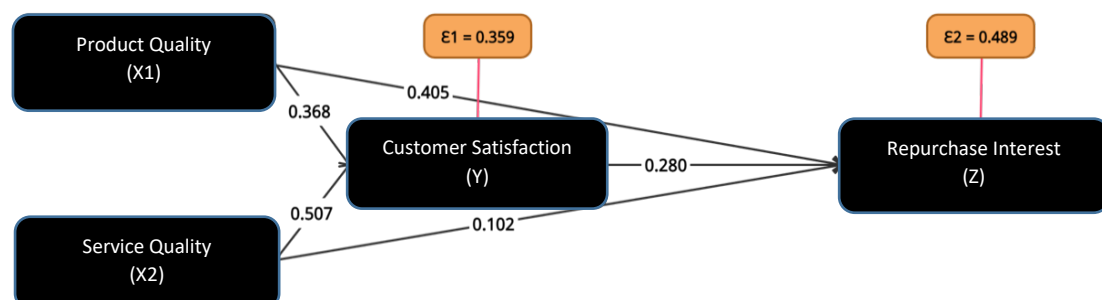
$$H_0: \rho Y2X_2 = 0$$

$$H_1: \rho Y2X_2 \neq 0$$

If viewed in the table the coefficient in the column of significance is 0.000 which means < 0.005 or thus H_0 is rejected or significantly influenced.

If the results of the coefficient test have been received, the results of the product quality variable from the consumer satisfaction variable and the re-interest variable then form a path diagram:

Figure 1. Path Diagram



Trimming Method

If there are exogenous variables that are not significant, then it must then be adjusted through an adjustment method. The trimming method involves removing insignificant exogenous variables from the analysis and then retesting when insignificant exogenous variables are not included (Adiningrum et al., 2013).

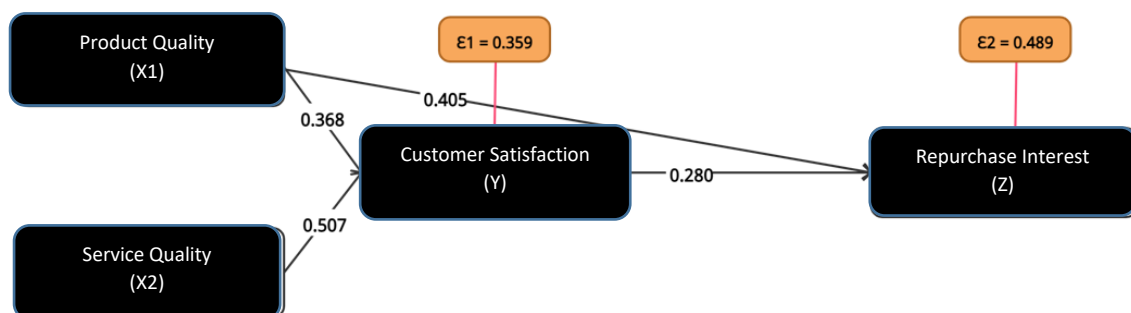
Table 6. Path Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-4.677	3.528		-1.326	.188
Product Quality	.860	.161	.508	5.336	.000
Quality of Service	.278	.109	.244	2.563	.012

a. Dependent Variable: Interest in Buying Money

Referring to table 2 based on the Standardized Coefficients Beta column, the product quality variable to intention to repurchase is 0.508 then the service quality variable to intention to repurchase is 0.244.

From the tests conducted, the path coefficient of Product and Service Quality on Consumer Satisfaction, as well as Product Quality on intention to repurchase is significant, while the service quality variable on intention to repurchase is not significant. Therefore, a recalculation is carried out by not including service quality variables. Henceforth, the path is as follows.



Model Test (F-Test)

The F Test Model is used in its function to be able to determine how the influence of the independent variable simultaneously whether it has a significant influence on the dependent variable, meaning that it is used as an effort to find out how influential it is. In this test method, it is calculated by comparing the critical value (t-calculated) with the t-table based on the standard degree of significance of 95% or $\alpha=0.05$

Table 7. Model 1 Test Results (F-Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	958.858	2	479.429	91.047	.000 ^b
	Residual	537.104	102	5.266		
	Total	1495.962	104			

- a. Dependent Variable: Consumer Satisfaction
b. Predictors: (Constant), Consumonial Satisfaction, Product Quality

Based on table 7 above, to find out the F value of the table used formulas, namely:

$$\begin{aligned} df &= n - k \\ &= 105 - 2 \\ &= 103 \end{aligned}$$

Information:

n = Number of Respondents

k = Number of Independent Variables (independent variables)

Based on the formula above, it is known that the F value of the table is 3.08 and F is calculated 91.047. Therefore, this shows that the F value counts the variables of product quality and service quality > the F value of the table ($91.047 > 3.08$) and the level of significance is 0.000 which means < 0.05 ($0.000 < 0.05$), so that H1 is accepted then it can be said that the quality of products and services has a significant influence simultaneously on consumer satisfaction.

Based on Test F above, it is known that the variables of product quality and service quality have a significant effect simultaneously on consumer satisfaction variables.

Table 8. Model 2 Test Results (Test F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	2110.514	3	703.505	35.250	.000 ^b
	Residual	2015.714	101	19.958		
	Total	4126.229	104			

- a. Dependent Variable: Interest in Buying Money
b. Predictors: (Constant), Product Quality, Consumonial Satisfaction

Based on table 8 above, to find out the F value of the table used formulas, namely:

$$\begin{aligned} df &= n - k \\ &= 105 - 3 \\ &= 102 \end{aligned}$$

Information:

n = Number of Respondents

k = Number of Independent Variables (independent variables)

Based on the formula above, it is known that the F value of the table, which is 3.09 and referring to table 8 above, the calculated F value is known, which is 35.250. Therefore, this shows that the F value of calculating the variables of product quality, service quality, and

customer satisfaction has a table $F > \text{value}$ ($35.250 > 3.09$) and a significant level of 0.000 which means it has a value of < 0.05 ($0.000 < 0.05$), which means H1 is accepted so that it can be concluded that product quality, service quality, and consumer satisfaction have a simultaneous influence on repurchase interest.

Based on Test F above, it is known that the variables of product quality, service quality, and consumer satisfaction have a significant influence simultaneously on the variable of repurchase interest.

Partial Test (T-Test)

This test is used to determine the extent to which an individual explanatory variable is influential in relation to being able to explain the dependent variable. Testing through t-test is with t-count and t-table at 95% signification degree ($\alpha = 0.05$) with two-sided testing.

Table 9. Partial Test Result 1 (Test t)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.910	1.771		.514	.609
Product Quality	.375	.081	.368	4.635	.000
Quality of Service	.348	.055	.507	6.384	.000

a. Dependent Variable: Consumer Satisfaction

Referring to table 9 above, t table is calculated by the formula:

$$\begin{aligned} df &= n - k - 1 \\ &= 105 - 2 - 1 \\ &= 102 \end{aligned}$$

Information:

n = Number of Respondents

k = Number of Independent Variables (independent variables)

Based on the above formula, it is known that the table t value is 1.983 and t is calculated 4.635. This explains that the results of the product quality variable with a calculated value of $> \text{table}$ ($4.635 > 1.983$) and a significant level of < 0.05 ($0.000 < 0.05$), where this is the reason H1 is accepted, it can be concluded that product quality has a partial influence on satisfaction. While the variable of service quality with a calculated value of $t\text{-table} > (6,384 > 1,983)$ and a significant value of < 0.05 ($0.000 < 0.05$), it can be said that H2 is accepted which means, service quality has a partial significant influence on customer satisfaction.

Based on the T Test above, it is known that the variables of product quality and service quality have a significant partial effect on consumer satisfaction variables.

Table 10. Partial Test Result 2 (t-Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-5.100	1.771		-1.478	.143
Product Quality	.685	.081	.405	3.956	.000
Quality of Service	.116	.055	.102	.928	.356
Customer satisfaction	.465	.193	.280	2.414	.018

a. Dependent Variable: Interest in Buying Money

Referring to table 10 above, to find out the value of t table used formula, namely:

$$\begin{aligned}
 df &= n - k - 1 \\
 &= 105 - 3 - 1 \\
 &= 101
 \end{aligned}$$

Information:

n = Number of Respondents

k = Number of Independent Variables (independent variables)

Based on the formula above, the table t value is known, 1.983 and referring to table 10 above, the calculated t value of the product quality variable is 3.956. The table above shows that the product quality variable with a calculated value of $> \text{table}$ ($3.956 > 1.983$) and a significant level of < 0.05 ($0.000 < 0.05$), where the number H1 is accepted, and this explains that product quality has a significant partial influence on repurchase interest. Then, the service quality variable with a calculated value of $0.928 < \text{t-table}$ ($0.928 < 1.983$) and a significant value of > 0.05 ($0.358 > 0.05$), this explains that H0 is received, in addition, this shows that service quality does not have a partial significant effect on the repurchase value. While the t-value of the consumer satisfaction variable is 2.414 and, in the table, above shows the results that the consumer satisfaction variable with a t-table $> \text{value}$ ($2.414 > 1.983$) and a significant level of < 0.05 ($0.018 < 0.05$), which means H1 is accepted, this shows that consumer satisfaction has a significant partial influence on repurchase interest.

Based on the T Test above, it is known that the variables of product quality and consumer satisfaction have a significant partial influence on the variable of repurchase interest. Meanwhile, the service quality variable does not have a significant partial influence on the variable of repurchase interest.

Interpretation of Research Results

a. The impact of product quality on consumer satisfaction

The following observations explain that product quality has a substantial partial impact on consumer satisfaction. This is evidenced by the dominating t-stat value of the t-table ($4.635 > 1.983$) and a much smaller level of significance of 0.05 ($0.000 < 0.05$). This shows that the existence of high-quality products can increase consumer satisfaction. The following research agrees with Haryanto (2013) who shared that product quality has a positive and substantial impact on consumer satisfaction.

b. The impact of service quality on customer satisfaction

The following observations explain that service quality has a substantial partial impact on consumer satisfaction. This is evidenced by the value of t-stat dominating from the t-table ($6.384 > 1.983$) and the significance level is much smaller than 0.05 ($0.000 < 0.05$). This shows that the existence of high service quality can increase consumer satisfaction. The following research agrees with Rizan and Andika (2011); Ramli and Sjahrudin (2015) who explained that service quality has a positive and substantial impact on consumer satisfaction.

c. Impact of consumer satisfaction on repurchase interest

The following observation explains that consumer satisfaction has a substantial partial impact on repurchase intention. This is evidenced by the dominant t-stat value of the t-table ($2.414 > 1.983$) and a significance level much smaller than 0.05 ($0.018 < 0.05$). This shows that high consumer satisfaction can increase repurchase intention in consumers. The following research agrees with research from Puspitasari (2006) that consumer satisfaction has a positive and substantial impact on consumer buying interest.

d. Impact of product quality on repurchase interest

The following observations explain that product quality has a substantial partial impact on repurchase intention. This is evidenced by the dominating t-stat value of the t-table ($3.956 > 1.983$) and the significant level of the t-stat is much smaller than 0.05 ($0.000 < 0.05$). This shows that the existence of high product quality can increase consumer intention to repurchase. The following research agrees with Saidani and Arifin (2012) which shows that product quality has a positive impact and significance on repurchase intention.

e. The impact of service quality on repurchase interest

The following observations explain that service quality does not have a partial substantial impact on repurchase intention. This is evidenced by the value of t-stat smaller than t-table ($0.928 < 1.983$) and the level of significance is dominated from 0.05 ($0.356 < 0.05$). This shows that the existence of service quality can reduce consumer intention to repurchase. The results of this survey do not agree with the survey of Saidani and Arifin (2012) which states that service quality has a positive impact and significance on repurchase intention. This can show that high service quality can increase consumer interest for rebuying, and poor service quality will reduce consumer intention to repurchase.

CONCLUSION

Consumer satisfaction is influenced by product quality, then high product quality causes high consumer satisfaction. Conversely, low product quality will result in low consumer satisfaction as well. Therefore, to maintain and increase customer satisfaction, Starbucks must continue to maintain and even improve the quality of its products and avoid decline.

Service quality has a significant influence related to customer satisfaction, which means high service quality provides high satisfaction to consumers. Conversely, poor service quality will make customer satisfaction bad as well. Therefore, to avoid bad customer satisfaction, Starbucks must avoid poor service quality. To keep customer satisfaction high, Starbucks must ensure that all employees can show the best service and quality to consumers.

Consumer satisfaction has a positive influence related to the intention to repurchase. The higher the customer satisfaction, the more the consumer wants to buy back. Conversely, the lower the level of consumer satisfaction, the more the consumer does not want to make repeat purchases. Therefore, for consumers to continue to make repeat purchases and make Starbucks' business sustainable and sustainable, Starbucks must continue to maintain customer satisfaction and avoid consumers from disappointment.

High product quality has a related positive influence on intention to repurchase. So, if the quality of the product is high, the interest in the intention to repurchase consumers is also high. While low product quality causes consumers to be reluctant to buy again. Starbucks as a business certainly expects its customers to be loyal and continue to make repeat purchases, therefore Starbucks must continue to maintain and improve the quality of its products.

It should be noted that poor service quality does not necessarily make consumers reluctant to make repeat purchases. Nevertheless, Starbucks is still expected to maintain the quality of its service because although it is not directly and significantly influential, poor service quality reduces customer interest in making intentions to repurchase or buy back.

Future research can be done by taking objects and samples with different research or different variables. Further research may be able to take brand objects or brands that are more consumed by the public or wider market reach and with a wider research sample. Other variables can be used to get results that are more thorough and better reflect the real conditions that occur.

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APPENDIX

PETUNJUK PENGISIAN INSTRUMEN PENELITIAN (ANGKET)

1. Untuk mengisi identitas, bapak/ibu/saudara(i) cukup mengisi titik atau coret yang tidak perlu
2. Mohon bapak/ibu memberikan jawaban yang sebenarnya sesuai dengan kondisi yang atau fakta yang dirasakan.
3. Jawaban yang bapak/ibu berikan kami jamin kerahasiaannya dan hanya dipergunakan sebatas untuk kepentingan penelitian serta tidak memberikan pengaruh negatif baik secara pribadi maupun pada perusahaan.
4. Berilah tanda (X) pada kolom sesuai dengan jawaban Bapak/Ibu/Saudara, dan kemukakan alasan terhadap setiap alternatif pilihan/jawaban yang disediakan dalam pertanyaan kuesioner adalah

	Sangat Baik/Sangat Setuju	Point	5
	Baik/Setuju	Point	4
	Netral	Point	3
	Tidak Baik/Tidak Setuju	Point	2
	Sangat Tidak Baik/Sangat Tidak Setuju	Point	1

Identitas Responden

1. Nama		
2. Jenis Kelamin	Laki-laki	Perempuan
3. Umur	15–24 Tahun	25–34 Tahun
	35–44 Tahun	
4. Lama mengonsumsi	0 Tahun	<2 Tahun
	>2 Tahun	<4 Tahun
5. Pekerjaan	Mahasiswa/Pelajar	Karyawan
	Ibu Rumah Tangga	

Pernyataan Kualitas Produk (X1)

No.	Pernyataan	Alternative Jawaban				
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
1.	Rasa Yang Enak (X11)					
	a. McDonald's memiliki rasa khas pada setiap produk makanan dan minumannya					
	b. Cita rasa pada produk makanan dan minuman yang ditawarkan oleh McDonald's sesuai dengan harapan saya					
2.	Fitur Produk (X12)					

	a. Saya sangat tertarik dengan menu makanan dan minuman yang ditawarkan kepada saya					
	b. Menu makanan dan minuman yang ditawarkan dirancang dengan sedemikian rupa					
3.	Daya Tahan Kemasan(X13)					
	a. Produk makanan dan minuman yang ditawarkan kepada saya merupakan produk yang dirancang sedemikian rupa					
	b. Menu produk dan minuman yang ditawarkan kepada saya memiliki daya tahan yang tinggi sesuai dengan kebutuhan konsumen					

Pernyataan Kualitas Pelayanan (X2)

No.	Pernyataan	Alternative Jawaban				
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
1.	Bukti Fisik (Tangibles) (X21)					
	a. Saya merasa nyaman dengan penampilan ruangan dan fasilitas yang ada pada McDonald's					
	b. Karyawan McDonald's bersih, rapih, dan berpakaian yang serasi					
2.	Keandalan (Realibility) (X22)					
	a. Saya sangat terpuaskan dengan menu produk makanan dan minuman yang ditawarkan kepada saya					
	b. Kepuasan yang saya peroleh dalam mengkonsumsi produk bertahan dalam periode waktu yang lama					
3.	Daya Tangkap (Responsiveness) (X23)					
	a. McDonald's memberikan layanan yang ekstra untuk memenuhi keinginan pelanggan					
	b. Karyawan McDonald's memberikan layanan yang cepat					
4.	Jaminan (Assurance) (X24)					
	a. Karyawan McDonald's mebuat saya merasa aman					
	b. Karyawan McDonald's dapat menjawab pertanyaan saya dengan baik					
5.	Dukungan (Empathy) (X25)					
	a. McDonald's sangat memperhatikan kepentingan saya					
	b. Karyawan McDonald's membuat saya merasa special.					

Pernyataan Kepuasan Konsumen (Y1)

No.	Pernyataan	Alternative Jawaban				
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
1.	Atribut Layanan (Attributes Related To Service) (Y11)					
	a. Saya merasa layanan yang diberikan oleh McDonald's kepada saya sesuai dengan yang saya harapkan					
	b. McDonald's merupakan salah satu layanan yang terbaik yang pernah saya dapatkan					

2.	Atribut Produk (Attributes Related To Product) (Y12)				
	a. Menurut saya McDonald's mampu untuk memberikan produk yang baik konsumen				
	b. Jika saya dapat melakukannya lagi, saya akan membeli produk yang berbeda yang dimiliki McDonald's				
3.	Atribut Pembelian (Attributes Related To Purchase) (Y13)				
	a. McDonald's mampu memberikan layanan yang baik sesuai keinginan konsumen sehingga konsumen ingin membeli secara berulang				
	b. Saya puas dengan keputusan saya untuk membeli produk dari McDonald's				

Pernyataan Minat Beli Ulang (Y2)

No.	Pernyataan	Alternative Jawaban				
		1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)
1.	Minat Transaksional (Y21)					
	a. Saya selalu mengkonsumsi produk makanan dan minuman yang disediakan oleh McDonald's					
	b. McDonald's membuat saya ketagihan dengan menu makanan dan minuman yang ada					
2.	Minat Referensial (Y22)					
	a. Saya senantiasa merekomendasikan menu makanan dan minuman yang baru kepada kerabat					
	b. McDonald's selalu mempunyai produk makanan dan minuman yang berkualitas sehingga saya selalu memberikan informasi ke orang lain					
3.	Minat Preferensial (Y23)					
	a. McDonald's selalu menjadi pilihan utama saya					
	b. Saya akan beralih ke Produk lain apabila produk makanan dan minuman yang ada di McDonald's tidak sesuai dengan harapan					
4.	Minat Eksploratif (Y24)					
	a. Saya akan selalu merekomendasikan produk makanan dan minuman yang saya favoritkan agar tetap dipertahankan dalam daftar menu di McDonald's					
	b. Saya akan mencari informasi tentang menu makanan dan minuman yang terbaru di McDonald's					

THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN SHAPING CUSTOMER LOYALTY AT MCDONALD'S FAST FOOD OUTLETS IN THE JABODETABEK AREA

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ABSTRACT

The aim of this research is to analyze and know the impact of service quality in shaping customer's loyalty through customer's satisfaction. The research uses non-probability purposive sampling technique and the research is quantitative research. The research uses questionnaires as the instrument to collect the data and analyzed with SEM. The total collected data are about 150 respondents. The result of the data research shows that, has five dimensions affect the service quality positively and the other results tells that customer's satisfaction is a major factor to customer's loyalty. The result of the research shows that there is no any direct relation between service quality and customer's loyalty, so the direct effect of service quality on customer's loyalty does not sustain on the research.

Keywords: Service Quality; Customer's Loyalty; Customer's Satisfaction; SEM

INTRODUCTION

McDonald's Corporation or commonly referred to as McD is one of the largest fast food or fast food restaurant franchises globally with the main dish at this restaurant is Burger. In addition to burgers, McD also provides other snacks, namely fries that are a pairing of burgers, local dishes from where the franchise of a restaurant is located, and soft drinks or carbonated drinks.

Figure 1. McDonald's logo



Source: mcdonalds.co.id

This fast-food restaurant was founded in 1940. McDonald's itself entered Indonesia in 1991 and is in the Jakarta area, namely in Sarinah. For food served by McDonald's in Indonesia is fried chicken and rice which are common food in Indonesian society. But in 2009, some McDonald's outlets in Indonesia changed to "Tony Jack's Indonesia". But changed back to McDonald's after the bankruptcy experienced by Tony Jack's Indonesia a few months later. The tagline of McDonalds is **I'm Lovin It** (Angga, 2017).

At this time, those in the world of trade feel more and more competing with each other businesspeople, and on the other hand, there are changes in competition that are increasingly felt in the world of trade making businesspeople in Indonesia increasingly improve the quality of their services to be able to satisfy customers with the aim of increasing customer loyalty to a particular brand. According to Dick and Basu (1994), one of the main parts of activities in marketing strategies is seen from various certain factors, namely the achievement of loyalty to customers through several marketing strategies (Siregar, 2004). According to Kotler (2019), service quality is one sense of assessment of consumers with the level of service that has been received with the level of service that is in accordance with expectations.

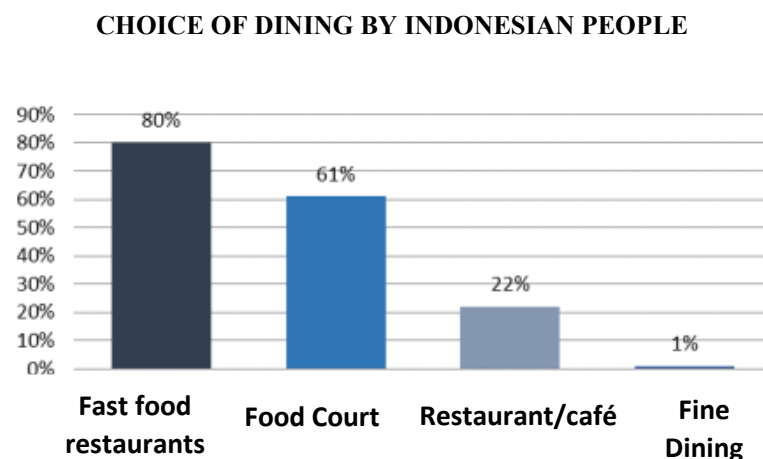
According to experts Castro and Wardrobe (1999), there is loyalty to customers which in addition to increasing business value, but there are also some things that will attract new customers (Beerli et al., 2004). In a short period of time, companies that can improve customer retention will see the greatest revenue gains. Profit is one of the most important avenues for consistency in business, because with the profits that can be generated, the business itself revolves around various products and services that are sold and offered (Soeling, 2007). In the long run, companies that increase service loyalty will be able to generate more targeted profits because the loyalty provided can make customers willing to pay higher prices than before.

Customer satisfaction is a way to create customer loyalty. There are various benefits obtained from customer satisfaction that will make a company to achieve high customer satisfaction targets. In addition, with the existence of customer satisfaction in the company that can improve performance on customer loyalty to achieve profits and customer satisfaction can also create a company for a turnover in customers, to reduce customer sensitivity to a price, can reduce additional costs if there is a problem with marketing, reduce in terms of costs that

will be caused by remembering the amount to customers, make use of advertising to achieve success and can increase excellence in business (Fornell, 1992).

Companies that take the opportunity to carry out several activities such as improving in terms of effective service are one of the foundations for determining and making decisions in providing complaints against some consumer sampling from a learning on failure that will ultimately make consumer loyalty. Customer satisfaction is the most important reason for a company or business to continue to run smoothly.

Figure 2. Number of Charts on Indonesian Community Options



Source: cnnindonesia.com (2020)

Growth in the food industry with the fast food restaurant sector in Indonesia shows that there is rapid progress, and the conclusion of figure 2 shows that fast food restaurants are more interested at 80% than food courts/hawker centers at 61% and in 3rd place there are middle class restaurants/cafes at 22% and fine dining 1%. This shows that Indonesian people are more interested in eating at fast food restaurants.

Looking at this percentage figure, it can be concluded that there is a great opportunity for the fast-food restaurant sector in business growth. Various kinds of fast-food restaurants are also currently there are many companies that are increasingly competing. Increasing competition between fast food brands, makes every brand in Indonesia must be able to make their customers feel impressed when buying products that will make them differentiate themselves to the fast-food brand.

The more levels of competition, it will cause customers to pass through a phase where more choices in product, quality, and price are diverse, so that in the end customers will continue look for a value that they think can feel most satisfactory from several available product options (Kotler, 2005).

The quality of a product that is not satisfactory can cause a sense of dissatisfaction with customers, and it does not only happen to customers who have bought products at the fast food restaurant, but can also have an impact on others. Because if customers feel disappointed with the product, they will tell and share their experience with the environment around them about the fast-food restaurant (Lupiyoadi and Hamdani, 2006).

Table 1. Cities with the Most Fast-Food Restaurants

No	City
1.	Jakarta
2.	Bogor
3.	Depok
4.	Tangerang
5.	Bekasi

Source: Pratomo (2018)

With the number of fast food restaurants spread throughout Indonesia, there are cities that have the highest number of fast food restaurants, including in the Greater Jakarta area. With the Jabodetabek area which is an area with a dense population of approximately 21 million people and is also a city that has dense activities. The population who visits fast food restaurants in the Jabodetabek area is 12 million people from the total population of 21 million people in the Greater Jakarta area (Pratomo, 2018).

There are several brands or brands in fast food restaurants in Indonesia, one of which is a McDonald's restaurant. McDonald's restaurant is one of the fast-food restaurants that already has outlets spread almost throughout Indonesia. The founders of McDonald's itself are Mac McDonald and Dick, they founded their fast-food restaurant in 1955 in Uncle Sam's country, the United States in the California region (McDonald's, n.d.). McDonald's entered Indonesia and was founded in 1991 by PT. Rekso Nasional Food. There are already more than 200 outlets established in Indonesia and have approximately 14 thousand employees spread across McDonald's outlets in Indonesia.

In keeping up with the times and remaining a trend, McDonald's fast-food restaurants create fast food restaurants with a modern lifestyle. In addition, McDonald's has standardized globally in 20 global markets (McDonald's, 2018). Standardization itself is one of the main factors to support the success and progress of fast-food restaurants (Lee, 1987). With McDonald's vision to become a fast-food restaurant that has the best service globally, assurance and standardization are carried out through product quality, satisfactory service from employees to customers, cleanliness that is always maintained by McDonald's, and the safety of the products produced by them (McDonald's, n.d.).

PT. Rekso Nasional Food, as the founder of McDonald's in Indonesia has carried out and supervised their standardization. With the standardization carried out by them, connect with customer is to recognize customers well so that customers feel liked and respected, then be authentic which is service and polite behavior to customers. Put get first, prioritizing customers when customers need help will be related to service quality and will affect customer satisfaction. McDonald's last policy to standardize is delicious food, which is ensuring that the food products produced are delicious, healthy, and also meet good food standards.

With the population density in the Jabodetabek area that makes fast food restaurants as their choice of place to eat, besides that the reason for making fast food restaurants as a place to eat is to be a place to meet some of their friends, socialize, and even make the fast-food restaurant a place to work. From this lifestyle, the Jabodetabek area was chosen as the focus of this study and from the focus of the study, the purpose of this study was to determine the correlation or on the quality of McDonald's services in the Jabodetabek area to McDonald's customer loyalty in the Jabodetabek area through McDonald's customer satisfaction in the Jabodetabek area that has been carried out by McDonald's restaurants.

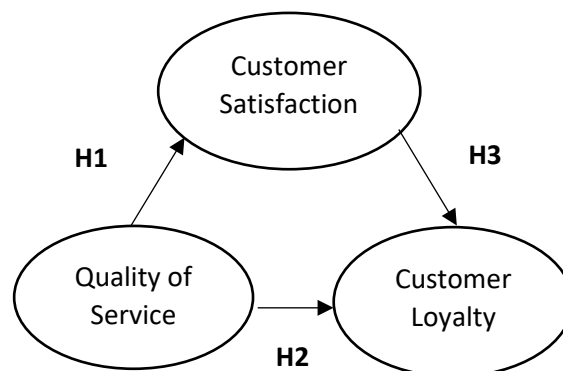
Research Methodology

Research uses a quantitative approach motde, namely research is carried out based on the philosophy of positivism which aims to examine a certain population or sample randomly using data collection techniques using an instrument and data analysis using statistical analysis (Sugiyono, 2015). With the use of two types of data, namely primary data obtained through surveys and secondary data obtained by the non-probability sampling method, namely data collection techniques to the point that all data can have the possibility of being selected as data or samples that are not the same.

Sampling by means of non-probability sampling will use purposive techniques, which is when researchers select samples based on several criteria. Testing for sample criteria is variable loyalty, so to test this, the selection of respondents must be respondents who have visited and eaten at McDonald's outlets in the Jabodetabek area.

The target population in this study is regular undergraduate students who have visited and eaten at McDonald's outlets in the Jabodetabek area. The population is unlikely to be studied due to cost constraints, time constraints, and energy limitations. With the selection and sampling it can represent a population. The study also uses the application of Structural Equation Modeling or SEM which aims to find out and adjust the size of the sample to be studied. SEM or structural equation modeling itself uses a model to estimate samples, namely MLE or maximum likelihood estimation of 100 - 200 samples. With the use of a research questionnaire that has 25 questions, the minimum sample size in the study must have as much as five times the number of questions. Therefore, the minimum number of respondents needed is 125 respondents. Therefore, to meet the use of respondents in this study, 150 respondents were used.

Figure 3. The Analyst Modelis



Source: Zeithaml et al. (1996); Schnaars (1991); Oliver (1997)

With this analysis model, independent variables are obtained which are variables that affect variables or variables that are the cause of changes in dependent variables (Sugiyono, 2015), then dependent variables are variables that are influenced or variables that become a result due to independent variables (Sugiyono, 2015), and moderating variables or intermediate variables, namely variables that affect a relationship between variables that are being studied but cannot be measured, seen, and manipulated, with currents that must be inferred from the independent variables being studied (Sarwono, 2006).

In this type of quantitative research, the use of two types of hypotheses is emphasized, the first is a hypothesis with one variable and a hypothesis with two or more variables (causal hypothesis) (Cooper and Schindler, 2006). For hypotheses that can be formulated are as follows.

H1 that is, there is an influence on the quality of McDonald's service in the Jabodetabek area to McDonald's customer satisfaction in the Jabodetabek area. There is a strong relationship between service quality and customer satisfaction (Fullerton and Taylor, 2002).

H2 that is, there is an influence on the quality of McDonald's service in the Jabodetabek area to the loyalty of McDonald's customers in the Jabodetabek area. The value of service quality is an aspect that influences the value of loyalty (Zeithaml, Parasuraman, and Berry; 1996).

H3 that is, there is an influence on McDonald's customer satisfaction in the Jabodetabek area to McDonald's customer loyalty in the Jabodetabek area. The value of satisfaction has benefits with a positive relationship with the value of customer loyalty (Caruana, 2002).

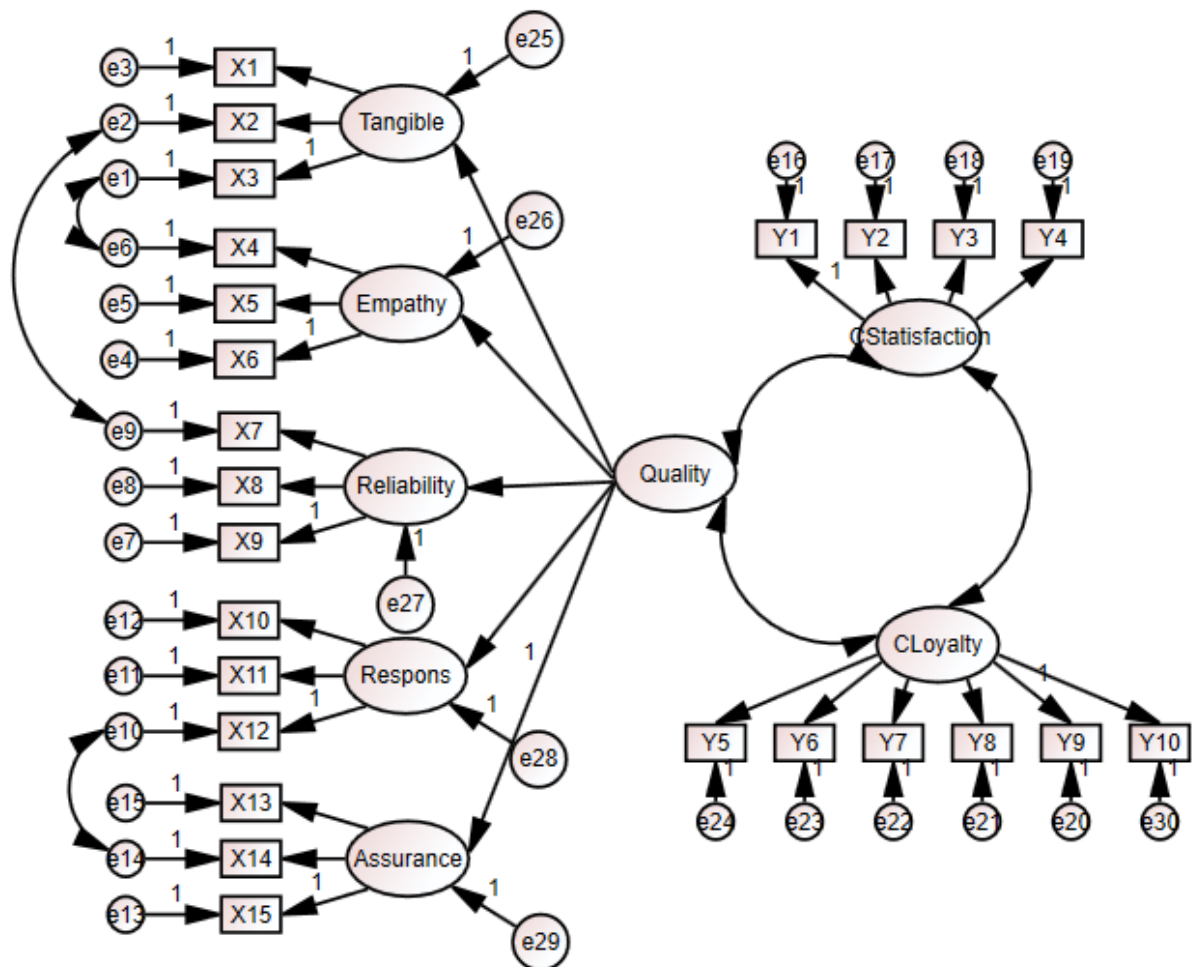
Results of Discussion

The model conducted for this study used the Maximum Likelihood Estimation (MLE) method. MLE itself is a method of estimating a parameter from several data by following a certain distribution distribution. With this model, the calculation will use the SEM method because the use of the SEM method is considered more efficient and easier to use. SEM is also efficient when the assumption of multivariate normality is met. Then discussion and testing is carried out on the model (model fit) with existing data and testing existing relationships.

Table 2. Operationalization of Service Quality Concepts

Variable	Dimension	Indicator	Categori	Code	Measurement Level
Service Quality (Cronin & Taylor, 1992, 1994)	Tangible	1. Cleanliness of the physical facilities of the restaurant	STS-SS	X1	Likert, a value of 1 is "strongly disagree" and 5 is "strongly agree"
		2. Neatness of employee appearance	1-5	X2	
		3. Up-to-date facilities owned		X3	
	Empathy	1. Personal attention by McDonald's employees	STS-SS	X4	Likert, a value of 1 is "strongly disagree" and 5 is "strongly agree"
		2. Easy access	1-5	X5	
		3. Pay attention to customer needs		X6	
Service Quality (Cronin & Taylor, 1992, 1994)	Reliability	1. McDonald's provides good waiter service	STS-SS	X7	Likert, a value of 1 is "strongly disagree" and 5 is "strongly agree"
		2. Accuracy of document handling (e.g., transaction receipts)	1-5	X8	
		3. Appropriate service		X9	
	Responsiveness	1. Employees provide a service responsively	STS-SS	X10	Likert, a value of 1 is "strongly disagree" and 5 is "strongly agree"
		2. Employees help struggling customers	1-5	X11	
		3. Employees who are willing to take the time to respond to customers		X12	
	Assurance	1. McDonald's Popularity and Reputation	STS-SS	X13	Likert, a value of 1 is "strongly disagree" and 5 is "strongly agree"
		2. Employee Services	1-5	X14	
		3. Employee friendliness		X15	
Consumer Satisfaction (Taylor & Baker, 1994)	Consumer Satisfaction	1. Customers are very happy to eat at McDonald's	STS-SS	Y1	Likert, nilai 1 merupakan "sangat tidak setuju" dan 5 merupakan "sangat setuju"
		2. McDonald's meets customer satisfaction	1-5	Y2	
		3. McDonald's provides a satisfying experience		Y3	
		4. Overall, McDonald's is a restaurant which is fun		Y4	
Consumer Loyalty (Gremler & Brown, 1996)	Consumer Loyalty	1. McDonald's customer rate positively	STS-SS	Y5	Likert, a value of 1 is "strongly disagree" and 5 is "strongly agree"
		2. Customers recommend McDonald's to others	1-5	Y6	
		3. Customers will eat Back at McDonald's		Y7	
		4. Wouldn't try another fast-food restaurant		Y8	
		5. McDonald's was the first choice of fast-food restaurant		Y9	
		6. McDonald's is the best fast-food restaurant		Y10	

Figure 4. Model Measurement



Test Measurement Model

After making the Measurement model that can be seen in Figure 4, data is collected for testing and input. The measurement model itself is one part of the SEM model which consists of latent variables, namely in constructs and manifest variables, namely indicators. The purpose of testing is to be able to determine the accuracy value of manifest variables that can explain the existence of latent variables.

In the first testing section to assess the Goodness of Fit or GOF. The GOF calculation results are obtained from calculations in the SEM model which can be seen in table 3.

Table 3. Goodness of Fit Calculation Results

Criterion	Result	Critical Value	Conclusion
Chi-Square	519.72	< 306.11	Not Good
Probability	0.000	≥ 0.05	Not Good
CMIN/DF	1.969	≤ 2.00	Good Fit
RMSEA	0.142	≤ 0.08 which is good fit	Good Fit

		< 0.05 which is close fit	
AGFI	0.511	0.8	Not Good
PNFI	0.511	0.6 - 0.9	Not Good
CFI	0.728	≥ 0.9	Not Good
TLI	0.691	(good fit) $0.8 \leq x < 0.9$ (marginal fit)	Not Good

Based on the calculations in table 3, we can know that the value on chi-squares and the value on probability that show the results of the model calculation are not as expected. However, with chi-squares values that are very sensitive to sample size it can be recommended to ignore chi-squares values and look at other measures of goodness of fit values (Ghozali, 2009). If there is one or more parameter values that have been fitted, the model is declared fit or feasible (Solimun, 2005).

After that there is a validity test. Validity testing is carried out when the model obtained is assessed fit, after that a construct validity test is carried out which is an assessment of indicators against constructs that can explain a construct. The test is carried out through a convergent validity test which is an assessment of the indicators that make up a construct and the construct has a value on the loading factor. The value of the loading factor can be seen in the following table.

Table 4. Loading Factor Values

Code		Construct	Loading Factor	Variance Extracted
X3	←	Tangible	0.728	0.537
X2	←	Tangible	0.709	
X1	←	Tangible	0.761	
X6	←	Empathy	0.779	0.765
X5	←	Empathy	0.911	
X4	←	Empathy	0.927	
X9	←	Reliability	0.626	0.479
X8	←	Reliability	0.715	
X7	←	Reliability	0.730	
X12	←	Responsiveness	0.818	0.722
X11	←	Responsiveness	0.854	
X10	←	Responsiveness	0.876	
X15	←	Assurance	0.624	0.488
X14	←	Assurance	0.771	
X13	←	Assurance	0.693	
Y1	←	CStatisfaction	0.700	0.537
Y2	←	CStatisfaction	0.897	
Y3	←	CStatisfaction	0.625	
Y4	←	CStatisfaction	0.679	

Y9	←	CLoyalty	0.703	0.492
Y8	←	CLoyalty	0.728	
Y7	←	CLoyalty	0.574	
Y6	←	CLoyalty	0.712	
Y5	←	CLoyalty	0.836	
Y10	←	CLoyalty	0.625	

Table 5. Loading Factors

Variable	Dimension	Loading Factor	Variance Extracted
Quality of Service	Tangible	0.733	0.596
	Empathy	0.872	
	Reliability	0.690	
	Responsiveness	0.849	
	Assurance	0.696	

From the results of the table research above, all values on the loading factor have a value of > 0.5 . Thus, these indicators meet the requirements in the model in forming construct indicators on service quality, customer satisfaction, and customer loyalty. As for the value of AVE or Variance Extracted, there are those who show a value of more than 0.5 which means that there is good convergent validity. This value shows that the indicators above can represent variables that are being developed.

It can be seen from table 5, from five dimensions can be sorted the strongest dimensions consecutively, namely, Empathy, Responsiveness, Tangible, Assurance, and Reliability. There is a quality determining dimension of the importance value according to the value of the customer. With a very critical Empathy value and followed by the dimensions of Responsiveness, Tangible, Assurance, and Reliability.

From the calculation above, the value of p is 0.000 so that it can be concluded from all five dimensions above that affect significantly. With the relationship of these five dimensions to service quality, including Tangible which has an estimated parameter of 0.733, Empathy has an estimated parameter of 0.872, Reliability has an estimated parameter of 0.690, Responsiveness has an estimated parameter of 0.849, and Assurance has an estimated parameter of 0.696. It can be concluded that the five dimensions above affect the construct of service quality.

Table 6. Covariance Construct Relationships

	Estimate	S.E.	C.R.	P	Label
CStatisfaction <--> Quality	.266	.097	2.752	.006	par_23
CStatisfaction <--> CLoyalty	.298	.092	3.250	.001	par_24
CLoyalty <--> Quality	.341	.114	2.975	.003	par_25

Table 7. Correlation between Constructs

	Estimate
CStatisfaction <--> Quality	.720
CStatisfaction <--> CLoyalty	.935
CLoyalty <--> Quality	.814

Table 8. Squared Multiple Correlations

Number	Variable	Estimate	Number	Variable	Estimate
1	Tangible	0.465	16	X11	0.842
2	Empathy	0.400	17	X12	0.481
3	Reliability	0.578	18	X13	0.635
4	Responsiveness	0.803	19	X14	0.508
5	Assurance	0.963	20	X15	0.416
6	X1	0.618	21	Y1	0.484
7	X2	0.366	22	Y2	0.805
8	X3	0.557	23	Y3	0.392
9	X4	0.893	24	Y4	0.465
10	X5	0.773	25	Y5	0.699
11	X6	0.622	26	Y6	0.505
12	X7	0.411	27	Y7	0.335
13	X8	0.590	28	Y8	0.529
14	X9	0.434	29	Y9	0.489
15	X10	0.639	30	Y10	0.391

After that, there is a reliability test on the construct. Reliability is a measure of the internal consistency indicator of a construct. For results, a large reliability value will provide an assessment that means an individual's indicators will not change or be consistent with their measurements. For the calculation of construct reliability can be seen in table 6. An assessment of construct reliability above 0.70 means that the reliability value is good and table 6 shows that the construct reliability value obtained is feasible for use in the model.

For the P value, table 6 means a significant level of 5% because it is close to 0.000 and has a relationship between customer satisfaction and service quality, customer satisfaction and customer loyalty, customer loyalty and customer satisfaction. For the standardization process shown in table 7, a high correlation value of >0.5 indicates a positive and one-tailed relationship. From this it can be concluded that the greater the value on the quality of service that has been provided by McDonald's, the value given by customers will be more satisfied with McDonald's, including for the other two constructs. From table 7, the closest relationship is the relationship between customer satisfaction and customer loyalty.

For table 8, namely Squared Multiple Correlations, there are variations in indicators, which means that the largest coefficient of determination of the five dimensions of service quality is Assurance of 96.3% and the largest coefficient of determination among indicators is X4 of 89.3%. From such calculations, it is shown that all relationships between indicators and constructs have good values.

Table 9. Parameter Estimation

	Estimate
Assurance <--- Quality	1.000
Respons <--- Quality	.828
Empathy <--- Quality	.687
Tangible <--- Quality	1.007
Reliability <--- Quality	.722

Table 10/ Standarized Direct Effect - Estimates

	Quality
Assurance	.981
Respons	.896
Reliability	.760
Empathy	.632
Tangible	.682

Structural Model Test

After testing the measurement model, testing was carried out on the structural model. The difference in this structural model is that there will be independent variables and dependent variables because the understanding of the structural model itself is a construct relationship that has cause and effect. For this model, the independent variable is service quality and for the dependent variable is customer satisfaction and customer loyalty. For the calculation results, the calculation formula or equation is obtained as follows.

Assurance = 1.000 KL, Responsiveness = 0.828 KL, Reliability = 0.722 KL, Empathy = 0.687 KL, and Tangible = 1.007 KL. From this equation, it can be explained that the values of the five dimensions are positive and significant. In conclusion, the higher the value of the five dimensions, the higher the value of the quality of service provided by McDonald's according to customers.

The next analysis is the analysis of direct effect, indirect effect, and total effect. This analysis aims to determine the strong influence between constructs both directly, indirectly, and totally. Direct effect is the coefficient of all lines with arrows having one end. Indirect effect or indirect influence is an influence that arises through intervening variables. Total effect is the influence of all relationships. For the calculation of direct effect of this study can be seen in table 10.

Table 11. Standardized Total Effect – Estimates

	Quality
Assurance	.981
Respons	.896
Reliability	.760
Empathy	.632
Tangible	.682

For this study also has no indirect effect or indirect effect, so the value of direct influence or direct effect is equal to the value of total influence or total effect. In table 11 for total effect, it can be explained that if one point of value is increased on these five dimensions, it will increase the value of service quality. For assurance one point value will increase the value of service quality by 0.981 points, for responsiveness by 0.896 points, for reliability by 0.760 points, for empathy by 0.632 points, and for tangible by 0.682 points. Of the five dimensions, the most efficient dimension to increase the value of service quality is assurance.

After doing all these tests and calculations, researchers can make modifications to the model that has been developed. From the modification of the model, if it is obtained that the estimated value has a prediction level that is not as expected, it means that there is a high residual value. If this happens, then you can see the value of standardized residual covariance matrix. If there is a value of >2.58 in the standardized residual covariance matrix, then there is a problem in the formation of the model. For this study, there was no standardized residual covariance matrix value of >2.58 which means that the model is accepted.

Hypothesis Testing

The results proposed for the hypothesis in the study can be seen in table 6 with the following conclusions. There is an influence between service quality and customer satisfaction, the first hypothesis (H1) which reads "There is an influence on the quality of McDonald's service in the Jabodetabek area to McDonald's customer satisfaction in the Jabodetabek area". From the test results obtained have a value of 0.720 and a p value of less than 0.005, the customer satisfaction variable has a positive and significant effect on customer satisfaction.

According to Eko Cahyadi and Hari Sandi Atmaja in a similar study, service quality will affect customer satisfaction with the meaning that service quality itself is the main key in outperforming other companies.

Then for the second hypothesis (H2) which reads "There is an influence on the quality of McDonald's service in the Jabodetabek area to McDonald's customer loyalty in the Jabodetabek area". From the test results obtained have a value of 0.814 and a p value of less than 0.005, the customer satisfaction variable has a positive and significant effect on customer satisfaction.

In addition to service quality, there is also a small effect of service quality that can be assessed and analyzed by other factors but can affect customer loyalty strongly. There are three basic performance scores for a restaurant, among others, service quality, food quality, and price quality (Gupta, McLaughlin, and Gomez; 2007)

Finally, for the third hypothesis (H3) which reads "There is an influence on McDonald's customer satisfaction in the Jabodetabek area to McDonald's customer loyalty in the

Jabodetabek area". From the test results obtained have a value of 0.935 and a p value of less than 0.005, the customer satisfaction variable has a positive and significant effect on customer satisfaction.

According to Eko Cahyadi and Hari Sandi Atmaja in a similar study, customer satisfaction will depend on the company's performance in meeting customer expectations and expectations. If the company's performance is not in accordance with customer expectations, customers will not be satisfied but if the company's performance meets customer expectations, customers will be satisfied (Kotler, 2005). Customer satisfaction will have an impact on purchasing behavior in customers until the future.

CONCLUSION

From the results of the research discussed, it was shown and obtained that the five dimensions that make up the quality of service tested proved to be able to affect service quality positively and significantly. The dimensions that most influence the quality of service are Empathy, Responsiveness, Tangible, Assurance, and Reliability. The results also showed a positive and significant influence on the quality of McDonald's service in the Jabodetabek area to McDonald's customer satisfaction in the Jabodetabek area. With calculations on the quality of McDonald's service in the Jabodetabek area to McDonald's customer satisfaction in the Jabodetabek area by 72%, the quality of McDonald's service in the Jabodetabek area to McDonald's customer loyalty in the Jabodetabek area by 81.4%, and McDonald's customer satisfaction in the Jabodetabek area to McDonald's customer loyalty in the Jabodetabek area by 93.5%.

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THE EFFECT OF RETAIL SERVICE, HEDONIC VALUE, AND OUTLET ATMOSPHERE ON THE IMPULSE PURCHASES OF IKEA ALAM SUTERA CUSTOMERS

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ABSTRACT

The purpose of this study is to analyze the factors that influence impulsive buying. The research used a quantitative descriptive approach with distribute online questionnaire to 50 respondents of the public in Jakarta to earn the data. The results showed that retail service influenced impulsive buying, hedonic value influenced impulsive buying, and store atmosphere had a significant positive effect on impulsive buying. The results of the test show that the value of $\text{sig} < \alpha (0.05)$ and $F_{\text{count}} (39.900) > F_{\text{tabel}} (2,6597)$ means that retail services, hedonic values and store atmosphere simultaneously affect impulse buying.

Keywords: IKEA; Hedonic; Impulsive Buying; Store Atmosphere

INTRODUCTION

Outlets are places where consumers make purchases, when consumers come to the outlet, they can usually transact both planned and spontaneous. Planned purchases are circumstances where purchases are made based on consideration before they enter the store. While purchases are not planned, they are usually done *impulsively* without prior consideration and planning. This means that the decision is taken when it is already in the store (Oktadwianti, 2018). According to Solomon in Oktadwianti (2018), when customers choose to buy an item in a store (spontaneous shopping), there will be alternative interactions, especially spontaneous purchases, or hasty purchases. Spontaneous buying is when the buyer is new or new to the store design, or maybe the buyer is in a hurry. Careless purchase is a condition when the buyer feels unexpected and unavoidable tendencies or desires. Consumers who do not plan purchases are usually made by those who tend to be quick in making decisions, hedonic complexity and more emotionally affected. In general, shopping activities are always motivated by planning and the needs and benefits of a product. However, there are other elements that affect shopping activities, namely emotional factors, satisfaction, prestige or commonly referred to as hedonic value. Impulsive buying that is done repeatedly will cause a consumptive attitude or the act of buying products that are not needed which will certainly result in waste, because consumers tend to want to fulfill their desires without thinking. *Impulsive buying* is an irrational shopping activity that usually takes place quickly, impromptu followed by struggle and passionate desire. Where tendencies relate to the presence of feelings and the urge to immediately buy products to the exclusion of consequences. Because the important thing is to feel satisfaction (Wijaya & Oktarina, 2019).

Similarly, the atmosphere of the outlet is one of the components that can cause visitors to be comfortable and at home until they finally choose to buy an item. The atmosphere of the store is important for the blend and appeal of retail associated with convenience and creating a shopping environment. The atmosphere of the outlet is also key in attracting consumers to come to the place so as to give a unique and interesting impression and shopping experience (Yistian et al., 2012). According to Coley in Utami (2018), there are two kinds of shopping inspirations that are of concern to retailers, especially in Indonesia. The first is individuals composed in utilitarian thought processes, which are more concerned with profit and usefulness. The second are those who are on the need for diversion, taste, fashion, and complete facilities so that they become the basis for purchase consideration. The atmosphere of the store includes interior design, exterior, display, and interior appearance which is a unity that can influence buyers (Prasetyo, 2019). Atmosphere is an atmosphere that is arranged based on the target market so that it can attract buyers, store atmosphere affects the condition of buyer passion that causes or produces the desire to buy (Phillip & Keller, 2016).

The impulse purchase impulse can be triggered by various things, one of which is the excellent service of the outlet which can increase the chances of consumers making impulse purchases (Bulan et al., 2019). Service is quality or appearance, difficult to understand and soon lost. However, service can be perceived beyond what is owned so that buyers can be interested during the time spent consuming goods and products. Service is mostly an activity provided by one party to another, which is formless and does not give rise to ownership (Phillip & Keller, 2016). Service quality is an important part that must be considered, maximized, and maintained in order to maintain consumer loyalty. Service quality includes the extent to which the ability of the outlet to provide everything expected by consumers, including ease of transaction (Patmala & Fatihah, 2021). The rest of the customer satisfaction that arises because of good service quality in addition to encouraging purchasing decisions will also be a strong

reason for a consumer to become a loyal customer. The quality of service can be determined through the actual service expected by the service received (Saputra & Wongsosudono, 2017).

Impulse buying is pleasure obtained from the fulfillment of desires driven by hedonic goals (Ningsih & Kardiye, 2020). Buyers shop not only to buy goods, but to have fun and discover completely new ones. In other words, there are needs that can only be satisfied by shopping, including the need for social interaction carried out when shopping, new needs, and the need for goods purchased with the motive of having fun (Kartika et al., 2017). Such consumers will consider the element of enjoyment and pleasure (hedonism) apart from the benefits and usefulness of the products they buy, they tend to enjoy the process of shopping. Zhang et al. (2011) in Yistiani et al. (2012) state that shoppers who experience an indulgent shopping experience, reluctantly spend more energy to see the goods, for them shopping can feel like a diversion. For this reason, the environment in which shopping affects impulsive shoppers. The longer the time spent inside the outlet, the more likely consumers are to be influenced by the stimulus in the outlet. Furthermore, Zhang et al. (2011) also added that the hedonic value is the realization of environmental stimuli about shopping consumers supported by facilities and services provided by the outlet. Kristy (2019) in her research states that hedonic motivations allow consumers to pay attention to the meaning of the store with value for money. So, outlets with high class store attributes will be a stimulus for hedonic consumers which further has an impact on loyal behavior.

Today, many companies carry the theme "eco" or "green living" on every product they sell. This is part of the retail company's concern for sustainable environmental sustainability (Dewi, 2019). IKEA is no exception, this Swedish home furnishings retailer also puts a "green living" label on every product it produces. This was conveyed by the marketing manager of IKEA Indonesia, he stated that IKEA really cares about humans and the environment, and this concern has been used as a guide for the company in creating various home furnishings sold in their outlets (Fazia, 2018). IKEA offers a different concept from other retail outlets, ranging from the concept of product arrangement, atmosphere and products offered. IKEA creates a shopping atmosphere with a different, unique concept and arranged like a room in the house such as the bedroom, family room, dining room and others. In addition, IKEA also provides excellent service to all its consumers so that it can influence consumer purchasing decisions (Stephen et al., 2020). Currently, consumers come to IKEA outlets not only to shop, but can be said to be a tourist activity, especially the *display* and layout of IKEA Alam Sutera outlets make consumers assume that they are really in a comfortable and cozy home room (Ratnadewi, 2021).

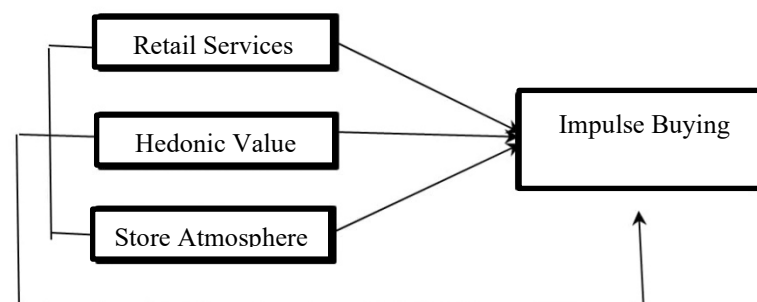


Figure 1. Framework of Thought

Based on the description that has been described earlier, the following hypothesis can be made:

H1 = Retail service has a significant positive effect on impulse buying

H2 = Hedonic value has a significant positive effect on impulse buying
H3 = Store atmosphere has a significant positive effect on impulse buying
H4 = Retail service, hedonic value and store atmosphere simultaneously have a significant positive effect on impulse buying

RESEARCH METHOD

This study used quantitative strategies. It is a study based on positivist thinking patterns, used to see examples in a particular population, various data obtained using research instruments. By using quantitative exploration techniques, it tends to be seen that the relationship between factors and items under study is more mutually influencing between independent and dependent variables. Quantitative data is data that can be estimated or determined directly, data in the form of numbers (Creswell, 2016).

Population and Sample

Population is an entire area consisting of items/subjects with special characteristics that are not entirely resolved by researchers to be concentrated and then made conclusions (Sugiyono, 2016). In this survey, the population that is made into a population is the entire population domiciled in the city of Jakarta. Sampling uses nonprobability sampling techniques in the form of purposive sampling where samples are taken with special characters.

Data Types and Sources

Primary data is data obtained from original sources (Sugiyono, 2018). Data was obtained from surveys given online to respondents. Questionnaire is a way of obtaining data that is done by providing a set of questions recorded in hard copy to respondents to answer (Sugiyono, 2016). Questions in the questionnaire are directed based on the variables studied so that researchers know very well what is generally expected from respondents. The questions in the questionnaire are coordinated so that respondents choose one of the responses that have been given using the Likert scale. Secondary data can also be referred to as information that can now be accessed, in this study additional information is obtained from several sources such as books, journals or from some previous research which can then be used by researchers as a theoretical foundation and guide in research (Creswell, 2016).

Table 1. Operational Variable

Variable	Indicators	Reference	Measuring Instruments	Scale
Impulsive buying	- Spontaneous purchases - Purchase by desire - Buying in a hurry - Purchases are influenced by emotional state	(Kartika et al., 2017)	Questionnaire (Likert Scale)	Ordinal
Atmosphere X1	- Product layout - Layout of the room lighting and color - Product display - Product grouping - The smell of the room - Music	(Phillip & Keller, 2016)	Questionnaire (Likert Scale)	Ordinal

Service	- Employee - Operating hours - Website/online services - After-sales service - Ease of payment - Parking/toilet area	(Phillip & Keller, 2016)	Questionnaire (Likert Scale)	Ordinal
Hedonic Value	- Pleasure - Satisfaction - Desire - Entertainment	(Ningsih & Kardiyem, 2020)	Questionnaire (Likert Scale)	Ordinal

Data Analysis Techniques

Normality Test

Conducted to test the inner model in the study whether it is normally distributed or not (Ghozali, 2018). While it is feasible for a model to have a normally distributed model, there are two methods to distinguish regardless of whether residues are usually delivered, by graphical examination and factual investigation.

Multiple Regression Analysis

Done to understand the relationship between at least two factors in an equation. Sugiyono (2016) says that many regression analyses will be performed assuming the sum of its free variabls is like two. The goal is to understand the relationship between at least two variables and anticipate or forecast future circumstances. Here, multiple regression was used to test store atmosphere, retail service, and hedokin value against impulse buying. The regression formula is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Information:

Y = Impulse Buy x_1 = Store Atmosphere
 α = Constant x_2 = Retail Services
 ε = Error X x_3 = Hedonic Value

Analysis of the Coefficient of Determination (R^2)

The value of the coefficient of determination is in the range of zero and one. The value of R^2 implies that the capacity of the independent variable in understanding the dependent variable is very limited (Ghozali, 2018). Approaching one means that the independent variable provides almost all the data necessary for the dependent variable.

Autocorrelation Test

Conducted to test for possible correlation of errors in the disruptive period and before. If there is a correlation error. With a significance of 5%, decision making is based on:

$D_u < D_W$ ($D_W < 4 - D_U$), H_0 rejected, no autocorrelation

$D_U - D_L$ ($D_W < 4 - D_L$), H_0 accepted, there is auotcorrelation

$D_u < D_W$ ($4 - D_U < D_W < 4 - D_L$), there is uncertainty

Model Feasibility Testing (Test F)

To test the simultaneous effect of all independent variables on the dependent variable (Ghozali, 2018). The F Test or Anova Test uses a confidence standard of 0.05.

T Test

To test one independent variable and its effect on the dependent variable with a significant degree of 5% (0.05).

1. A significant value < 0.05 , the independent variable individually affects the dependent variable
2. The significance value > 0.05 , the independent variable individually has no influence on the dependent variable

RESULTS AND DISCUSSION

Based on the results of questionnaires distributed to the public in the city of Jakarta, 168 samples were obtained which were then processed using SPSS software in Window 10.

Test Instruments

Reliability

Table 2. Reliability Test Results

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.898	0.928	24

Source: Processed data (2022)

It is known that the Cronbach Alpha value is 0.898. This means that the reliability value is in the range of 0.70–0.90, meaning that all statements in the questionnaire have high reliability.

Validity

Table 3. Validity Test Results

Scale Statistics			
Mean	Variance	Std. Deviation	N of Items
166.7857	301.654	17.36829	24

Source: Processed data (2022)

It is known that r_{table} for the number of data (N) 24 with a significance of 0.05 is 0.3961, the mean result r_{count} (166.7857) shows that all statements used as research instruments are above 0.3961. Thus, all statements in the questionnaire used in this study are valid.

Normality Test

Table 4. Normality Test Results

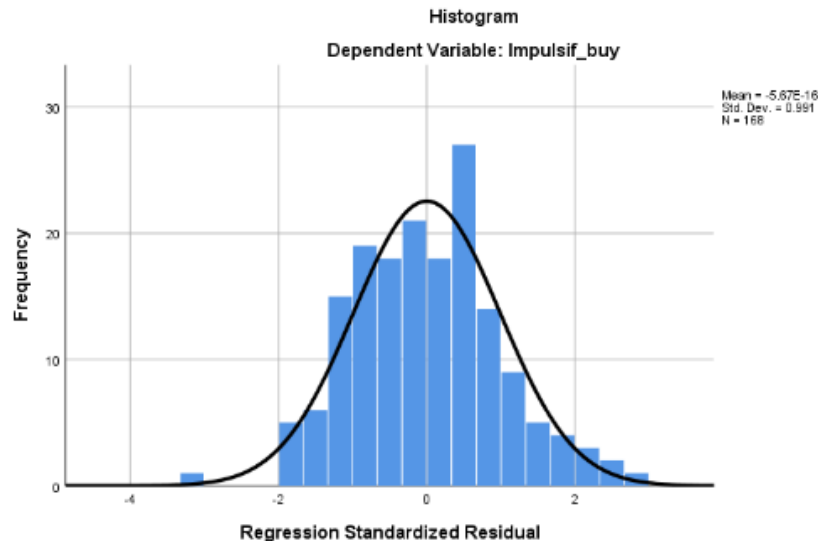
One-Sample Kolmogorov-Smirnov Test						
N		Atmosphere	Service	Hedonic	Impulsive buy	
		168	168	168	168	
Normal Parameters ^{a,b}	Mean	24.1786	25.9345	16.5357	16.7440	
	Std. Deviation	3.37004	3.27418	1.90773	2.14168	
	Absolute	0.140	0.107	0.218	0.219	
Most Extreme Differences	Positive	0.140	0.107	0.218	0.219	
	Negative	-0.089	-0.13	-0.121	-0.138	
Statistic Test		0.140	0.107	0.218	0.219	

Asymp. Sig. (2-tailed)	.200 ^c	.197 ^c	.200 ^c	.200 ^c
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Source: Processed data (2022)

The P-value of each variable is above 0.05. $p\text{-Value} > \alpha$. So that the residuals from the regression are normally distributed. Thus, the assumption of normality is fulfilled. To be more convincing, researchers also conducted normality tests using a *histogram*.

Figure 2. Histogram Chart



Source: Processed data (2022)

Based on the graph, the curved graph resembles a mountain and with perfectly symmetrical legs. This means that all data is normally distributed.

Multicollinearity

Table 5. Multicollinearity Test Results

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients				
		B	Std			
1	(Constants)	3.496	1.229		2.845	0.005
	Service	0.159	0.048	0.242	3.286	0.001
	Hedonic	0.319	0.087	0.284	3.642	0.000
	Atmosphere	0.160	0.048	0.252	3.324	0.001

Source: Processed data (2022)

The test results show that each variable has a beta coefficient value of less than one. $X_1 = 0.159$, $X_2 = 0.319$ and $X_3 = 0.160$. As well as the standard error values $x_1 = 0.048$, $X_2 = 0.087$ and $X_3 = 0.048$. This means that the error standard is low, and multicollinearity is not detected.

Autocorrelation

Table 6. Autocorrelation Test Results

Model	R	R. Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.650 ^a	0.422	0.411	1.64317	2.014

Source: Processed data (2022)

Durbin-Watson value = 2.014. From the DW Test Bounds table, for K = 4 and n = 24, the value is obtained:

$$d_L = 1.0131$$

$$d_U = 1.7666$$

Because the calculated statistical value DW = 1160 >. This means that there is no autocorrelation problem, so the autocorrelation assumption is fulfilled.

Hypothesis Test Results

Multiple Regression Analysis

Table 7. Multiple Regregation Analysis Results

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients				
1	(Constants)	B	Std			
	Service	3.496	1.229		2.845	0.005
	Hedonic	0.159	0.048	0.242	3.286	0.001
	Atmosphere	0.319	0.087	0.284	3.642	0.000
		0.160	0.048	0.252	3.324	0.001

Source: Processed data (2022)

$$Y = 3.496 + 0.159 + 0.319 + 0.160 + \varepsilon$$

Means:

1. If all independent variables are 0 (zero), then the value of the bound variable is 3.496.
2. X1 (service) against Y (impulse buy)
The value of the X1 coefficient is 0.159, meaning that every one unit increase in X1 will be followed by a Y increase of 0.159. Assuming that the other independent variables in the regression are constant.
3. X2 (hedonic value) to Y (impulse buying)
The value of the coefficient X2 (hedonic value) is 0.319. This means that every increment of one unit in X2 will be followed by an increase in Y of 0.319, assuming that the other independent variables in the regression are constant.
4. X3 (atmosphere) to Y (impulse buying)
The value of the coefficient X3 (atmosphere) is 0.160, meaning that each increase of one unit in X3 will be followed by an increase in Y of 0.160, assuming all independent variables in the regression are constant.

Analysis of the Coefficient of Determination (R^2)

Table 8. Coefficient of Determination Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.650 ^a	0.816	0.411	1.64317	2.014

Source: Processed data (2022)

Based on the test results, *R Square* is 0.816^a. This means that the variables of outlet service, store atmosphere and hedonic value of 81.6% against impulse purchases. The remaining 18.4% were influenced by other variables that were not studied.

T Test

Table 9. t Test Results

Model		Coefficients ^a		Standardized Coefficients Beta	t	Sig.
		Unstandardized Coefficients				
		B	Std			
1	(Constants)	3.496	1.229		2.845	0.005
	Service	0.159	0.048	0.242	3.286	0.001
	Hedonic	0.319	0.087	0.284	3.642	0.000
	Atmosphere	0.160	0.048	0.252	3.324	0.001

Source: Processed data (2022)

1. The outlet service variable obtained t count (3,286), sig value. (0.001)
2. The variable hedonic value obtained t count (3.642), sig value. (0.000)
3. The outlet atmosphere variable obtained t calculated (3,324), sig value. (0.001)

Simultaneous F Test

Table 10. F Test Results

Model		ANOVA ^a				Sig.
		Sum of Squares	df	Mean Squares	F	
1	Regression	323.192	3	107.731	39.900	.000 ^b
	Residual	442.802	164	2.700		
	Total	765.994	167			

Source: Processed data (2022)

Obtained sig value. 0.000. Because the sig value < alpha (0.05) and then rejected and accepted. So that simultaneously service, hedonic value and store atmosphere simultaneously have a significant effect on purchasing decisions. $F_{hitung} (39.900) > F_{tabel} (2,6597)H_0H_1$

Discussion

The Effect of Retail Services on Impulse Buying

The hypothesis test shows a calculated t value (3.286) with a sig value. (0.000) or t count (3.286) > t table (1.9741) with sig (0.000) < alpha (0.005) values. This means that retail services have a significant positive effect on impulse buying. The results of this study are in

line with previous findings, retail services have a significant positive effect on impulse buying (Yistiani et al., 2012; Bulan et al., 2019).

The effect of hedonic value on impulse buying

Based on the results of the hypothesis test, a t count (3.642) was obtained with a sig value. (0.001) or t count (3.642) > t table (1.9741) with sig (0.001) < alpha (0.05) values. The test results show that hedonic values have a significant positive effect on impulse buying. Shopping activities are not just buying goods to meet needs, but the desire to satisfy the desire to buy something. They tend to decide on spontaneous purchases, especially if the product is *a life style*, the results of this study reinforce the results of research of Yistiani et al. (2012) where the greater the hedonic value felt by consumers, the greater the urge to make impulse purchases.

The effect of store atmosphere on impulse buying

t count (3.324) with the value of sig. (0.001) or t count (3.324) > t table (1.9741) means that the atmosphere of the outlet has a significant positive effect on impulse buying. The comfort of the atmosphere inside the outlet can increase desire and generate interest in buying a product. These findings are in line with the results of research of Yistiani et al. (2012) and Bulan et al. (2019), namely outlets with a comfortable atmosphere and unique atmosphere can provide a shopping experience to consumers, create desire and encourage buying.

The effect of retail service, hedonic value, and store atmosphere on impulse buying

The results of the f test show a sig value < alpha (0.05) and F_{hitung} (39.900) > F_{tabel} (2,6597) so it can be concluded that retail service, hedonic value and store atmosphere simultaneously affect impulse buying. The better and more comfortable the atmosphere in the outlet accompanied by the quality of retail service, will foster the urge to make impulse purchases. This is especially true for consumers who are very easily affected by hedonic value where purchases are made on the basis of fulfilling satisfaction to buy an item quickly (Yistiani et al., 2012). Likewise, the results of Yistiani et al. (2012) which states that retail services, outlet atmosphere and hedonic values can encourage buying interest.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that:

1. The quality of retail service significantly influences impulse buying.
2. Hedonic value significantly positively affects impulse buying.
3. Store atmosphere significantly influences impulse buying.
4. The results of the F test show that there is a simultaneous influence of retail service quality. Outlet atmosphere and hedonic value to impulse buying.

Suggestion

Based on the results of the research and conclusions, here are some suggestions that can be conveyed:

1. IKEA outlets, especially Alam Sutera, should be able to improve services to make them even better, especially services for online purchases and ease of payment systems, including improving some facilities that are not yet available at their outlets.
2. The outlet can rotate or change the theme on each display to make it more interesting and varied.
3. Further research is recommended to be able to add other variables in the research such as price variables, promotion, product quality and others.

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THE INFLUENCE OF BRANDING CREDIBILITY ON WORD OF MOUTH THROUGH CUSTOMER SATISFACTION AND CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AT INDOMARET SURABAYA SUPERMARKET

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ABSTRACT

This article provides analysis for retail developments to retain customers and acquire new customers, rapid business development, and tight business development can affect certain variables. The method used is the brand credibility method by creating satisfaction and loyalty to a word of mouth that can have a positive impact on customers and businesspeople. The research approach used is the technical research of Indomaret Swalayan respondents by means of an approach between customers as consumer actors.

Keywords: Brand Credibility; Brand Loyalty; Customer; Word of Mouth

INTRODUCTION

Based on the times, the development of retail business in Indonesia has experienced rapid development. Retail business is all business activities that involve the sale of goods or services, or goods and services by a company or business institution that is carried out directly to consumers so that consumers can use them to meet personal, family, or household needs, with the main sales volume or more than 50% sourced from consumers, while a small part comes from the business market (Utomo, 2009). With a very profitable retail business flow for businesspeople, there will be many other businesspeople who are interested in moving in the retail business industry which will have an impact on increasingly fierce business competition in competing to multiply and retain customers.

In building a business, the aspect of creating a brand makes the company have credibility that can be known by customers to increase the level of interaction. Credibility itself has an impact on customers to make decisions in buying a product. Credibility according to Erdem and Swait (2004) is the commitment, belief, or intention of an entity at a certain time with the main component being trust and expertise. While brand credibility is the ability to trust in an brand that has a suitable composition or can give something that has been promised in a product.

To maintain and improve customer satisfaction, within the company for business managers must be able to have long-term relationships with customers to know the needs of current and future customers. Hill and Alexander (2017) defines customer satisfaction as a benchmark for how the total product performance of a company can be connected to a set of customer needs, as a form of assessment that customers accept the product or reject the product.

To maintain business, the influence on customer loyalty will give businesspeople to be customer-oriented in giving a repeat feeling to be able to make repeated purchase activities to cause customer consistency with the product, so that the loyalty has a satisfied influence generated on the purchase of a product. And in terms of word of mouth obtained has an influence in the form of promoting a product and providing recommendations to other potential customers from a customer who provides the information, the decision taken is assessed from customer satisfaction which receives purchase behavior that can achieve its own satisfaction.

Indomaret as one of the many supermarkets spread in Indonesia which aims to provide services to customers by providing a variety of products in accordance with good quality and prices in accordance with product capacity to provide benefits for customers to receive these prices in accordance with the products received. Indomaret has a market share which includes all customers, both individuals, families, and economic circles both middle and lower middle class. Indomaret is the best choice for customers who want to find needs easily without having to look for products too far, usually Indomaret itself is widely spread and located close to the area of residents' homes or along the road and in the gas station area, so that customers who have sudden needs can be easily met because Indomaret has a strategic location. And the products sold are very complete for daily needs and make everyone's place of choice to shop for needs at Indomaret. This research method greatly affects brand credibility, customer satisfaction, and customer loyalty to word of mouth at Indomaret supermarkets.

LITERATURE REVIEW

Brand Credibility

In general, credibility is built by a company with an action that repeatedly affects customers with good intentions at a certain time towards a certain brand with the aim of creating

brand credibility. Because credibility is an important factor for customers to make purchasing decisions. This is clearly acknowledged by Ghorban and Tahernejad (2012), that in addition to having a good relationship, credibility is also built-in order to create a sustainable business.

Credibility, according to Erdem and Swait (2004), is a commitment, belief, or intention of an entity at a certain time with the main components being trust and expertise. As for Erdem and Swait (2004), brand credibility is the ability to trust a brand that has the appropriate composition or can provide something that has been promised in a product.

Customer Satisfaction

Hill and Alexander (2017) defines customer satisfaction as a benchmark for how the total product performance of a company can be connected to a set of customer needs. Customer satisfaction can also be reflected in whether customers feel happy about the expected product. According to Nugroho (2007), if customers are happy and satisfied, it will increase company sales because customers will be loyal and often make purchases for a long time.

Customer Loyalty

According to Oliver (1999), Customer Loyalty is a commitment formed consciously or unconsciously to make repurchases or more often like products or services that have been consistently trusted for a long time with the same brand repeatedly, despite situational influences and marketing efforts that have the potential to cause behavior to switch.

Customer Loyalty arises from a brand that has succeeded in providing a positive and interesting experience for customers so that there is a feeling of satisfaction and trust that this brand can provide other more interesting experiences (Loureiro & Roschk, 2014, p. 213).

Based on the discussion, the hypothesis of this study was formulated as follows:

H1: Brand Credibility has an influence on Customer Satisfaction at Indomaret's supermarkets.

H2: Brand Credibility has an influence on Customer Loyalty at Indomaret's supermarkets.

Word of Mouth

According to De Angelis et al. (2012), word of mouth is the largest part of our daily lives. Everyone tends to share opinions, news, or information both with friends, family members, and other social ties.

When viewed from a business point of view, of course, word of mouth can be used as a profitable marketing strategy because it can make customers talk and recommend products or company brands to potential customers. The effect will arise from customer behavior in making purchase decisions and word of mouth results. If the word of mouth results are positive, it will encourage the decision to make a purchase. If the word of mouth results are negative, people will think again before making a purchase decision.

Based on the discussion, the hypothesis of this research was formulated as follows:

H3: Customer Satisfaction has an influence on Word of Mouth in Indomaret's supermarkets.

H4: Customer Loyalty has an influence on Word of Mouth at Indomaret's supermarkets.

H5: Customer Satisfaction has an influence on Customer Loyalty at Indomaret's supermarkets

H6: Customer Satisfaction mediates the influence of Brand Credibility on Word Mouth on Indomaret's supermarkets.

H7: Customer Loyalty mediates the influence of Brand Credibility on Word Mouth on Indomaret's supermarkets.

The following is an overview that shows the hypothesis in this study:

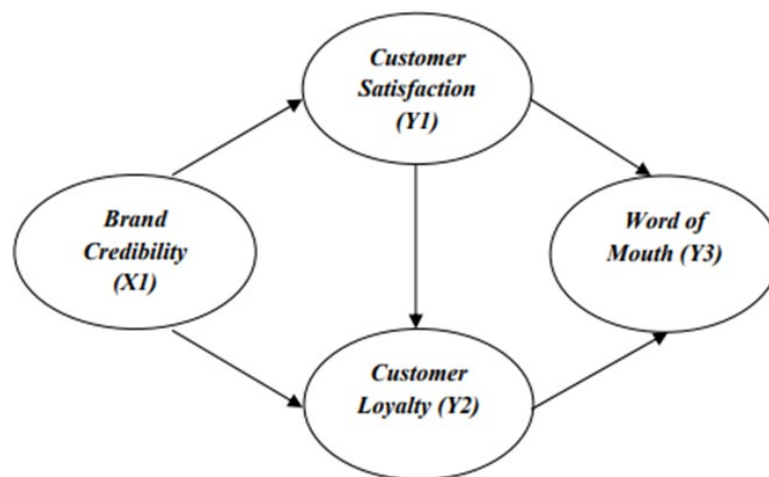


Figure 1. Analysis Model

Source: Modified from Ghorban & Tahernejad (2012); Mohsan et al. (2011)

RESEARCH METHOD

Forms of Research

This form of research is informal and uses hypotheses, where this informal research aims to see the relationship between a cause/causal of a thing. The design of this study is in the form of survey research, which is carried out by giving questionnaires to several respondents to obtain information from respondent data sources.

Operational Definition

a. Brand credibility

Brand credibility is a parameter of the level of consumer trust in a product information contained in a brand, in the form of ability or expertise and willingness or trust to fulfill the promises given (Erdem & Swait, 2004). Indicators of brand credibility are measured through three questions, namely:

1. The store has a trustworthy name.
2. The store can deliver what it promises.
3. The in-store shopping experience gives consumers hope to keep believing in the store's promises.

b. Customer satisfaction

Customer satisfaction is a person's perception of the performance of a product or service compared to those compared to their expectations (Kotler, 2003, p. 61). Indicators of customer satisfaction are measured through four questions, namely:

1. Feeling satisfied with the decision to shop in the store.
2. Shopping in stores is the right choice.
3. The in-store shopping experience is pleasant.
4. Feeling satisfied with the products and services in the store.

c. Customer loyalty

Consumer loyalty is customer attachment to a brand, manufacturer, service provider, or other entity characterized by repeat purchases (Tunggal, 2008, p. 6). Indicators of customer loyalty are measured through three questions, namely:

1. Desire to visit the store again.

2. The decision to shop again at the store.
 3. The store is the first choice if you want to shop.
- d. Word of mouth
- Word of Mouth is an activity consisting of thoughts, ideas and information shared among customers from their personal experiences, according to Mikkelsen et al. (2003) in Ghorban and Tahernejad (2012). Word of mouth indicators are measured through three questions, namely:
1. Saying positive things about the store to others.
 2. Recommend the store to others.
 3. Encourage friends and family to shop in stores.

Population and Sample

The target population in this study is all consumers who have shopped at Indomaret, Surabaya. Respondents in this study amounted to 150 people.

Sampling Technique

The sampling technique or sampling technique in this study is nonprobability sampling. The technique used to draw samples is purposive sampling. The target sample in this study is all consumers who have shopped at Indomaret, Surabaya with the characteristics:

- a. Respondents were both male and female.
- b. Respondents had a minimum age of 17 years.
- c. Respondents have shopped at Indomaret at least 2 times in the last 3 months.

Data Analysis Techniques

The data analysis technique used in this study is Structural Equation Modeling (SEM). With this SEM method, a comprehensive model can be displayed with the aim of explaining the relationship between one construct and another.

ANALYSIS AND DISCUSSION

Data Analysis

Table 1. Normality Test univariate

	P-value	P-value	P-value	
BC1	0.371	0.472	0.517	Normal
BC2	0.227	0.283	0.271	Normal
BC3	0.196	0.497	0.344	Normal
CS1	0.169	0.838	0.380	Normal
CS2	0.543	0.476	0.644	Normal
CS3	0.085	0.203	0.101	Normal
CS4	0.274	0.877	0.543	Normal
CL1	0.377	0.086	0.075	Normal
CL2	0.179	0.740	0.384	Normal
CL3	0.792	0.380	0.192	Normal
WOM1	0.341	0.653	0.575	Normal
WOM2	0.336	0.110	0.175	Normal
WOM3	0.086	0.158	0.085	Normal

Based on Table 1, the p-values for Skewness, Kurtosis, and Skewness and Kurtosis each have p values > 0.05 . This means that each variable follows a normal distribution function.

Table 2. Multivariate Normality Test

<i>Skewness</i>		<i>Kurtosis</i>		<i>Skewness and Kurtosis</i>		Keterangan
Z-score	P-value	Z-score	P-value	Chi-Square	P-value	
24.944	0.115	9.784	0.094	717.907	0.138	Normal

Based on Table 2, the p-values for Skewness, Kurtosis, and Skewness and Kurtosis each have p values > 0.05 . This means that each variable follows a normal distribution function so that it can be concluded that the data in this study both univariate and multivariate are abnormally distributed so that assumptions are met and analysis can be continued in the next procedure.

Table 3. Validity Test Results with Statistical T Values

Variabel Laten	Indikator	T - value	Cut-off Value	Keterangan
<i>Brand Credibility (BC)</i>	BC1	1,00	Acuan	<i>Valid</i>
	BC2	7,04	$> 1,96$	<i>Valid</i>
	BC3	5,13	$> 1,96$	<i>Valid</i>
<i>Customer Satisfaction (CS)</i>	CS1	1,00	Acuan	<i>Valid</i>
	CS2	12,20	$> 1,96$	<i>Valid</i>
	CS3	4,05	$> 1,96$	<i>Valid</i>
	CS4	6,16	$> 1,96$	<i>Valid</i>
<i>Customer Loyalty (CL)</i>	CL1	1,00	Acuan	<i>Valid</i>
	CL2	6,99	$> 1,96$	<i>Valid</i>
	CL3	3,60	$> 1,96$	<i>Valid</i>
<i>Word Of Mouth (WOM)</i>	WOM1	1,00	Acuan	<i>Valid</i>
	WOM2	8,00	$> 1,96$	<i>Valid</i>
	WOM3	3,24	$> 1,96$	<i>Valid</i>

According to Table 3, indicator variables BC1, CS1, CL1 and WOM1 are called reference indicator variables. This is due to the formulation of 1.00* (can be seen in the Syntax Output in the Measurement Equations section). Since these four variables are reference indicators, these variables are automatically said to be valid. These indicator variables can also be said to be valid because they all contain T-values greater than 1.96. Therefore, all indicator variables in this study are valid. Based on calculations, the reliability value of brand credibility construct has been obtained at 0.74, customer satisfaction at 0.77, customer loyalty at 0.71, and word of mouth at 0.73. The result is a construct of brand credibility, customer satisfaction, customer loyalty, and word of mouth declared reliable.

Table 4. Goodness of Fit Index

<i>Goodness Of Fit Index</i>	<i>Cut-off value</i>	<i>Hasil model</i>	<i>Keterangan</i>
<i>Chi-square</i>	<i>Nilai-p $\geq 0,05$</i>	0,062	<i>Fit</i>
AGFI	$0,8 \leq AGFI \leq 0,9$	0,85	<i>Marginal Fit</i>
GFI	$\geq 0,9$	0,90	<i>Good Fit</i>
CFI	$\geq 0,9$	0,93	<i>Good Fit</i>
IFI	$\geq 0,9$	0,95	<i>Good Fit</i>
NFI	$\geq 0,9$	0,92	<i>Good Fit</i>
RFI	$\geq 0,9$	0,91	<i>Good Fit</i>
RMSEA	$\leq 0,08$	0,074	<i>Good Fit</i>

The index results in goodness of fit showed that the model used in this study was good-fit.

Table 5. Structural Model Fit Test Results

Hipotesis	Variabel	t_{hitung}	t_{tabel}	keterangan
H1	<i>Brand Credibility</i> $\longrightarrow$ <i>Customer Satisfaction</i>	4,72	1,96	<i>Signifikan (Diterima)</i>
H2	<i>Brand Credibility</i> $\longrightarrow$ <i>Customer Loyalty</i>	2,81	1,96	<i>Signifikan (Diterima)</i>
H3	<i>Customer Satisfaction</i> $\longrightarrow$ <i>Word Of Mouth</i>	3,37	1,96	<i>Signifikan (Diterima)</i>
H4	<i>Customer Loyalty</i> $\longrightarrow$ <i>Word Of Mouth</i>	3,07	1,96	<i>Signifikan (Diterima)</i>
H5	<i>Customer Satisfaction</i> $\longrightarrow$ <i>Customer Loyalty</i>	2,51	1,96	<i>Signifikan (Diterima)</i>
H6	<i>Brand Credibility</i> $\longrightarrow$ <i>Customer Satisfaction</i> $\longrightarrow$ <i>Word Of Mouth</i>	4,10	1,96	<i>Signifikan (Diterima)</i>
H7	<i>Brand Credibility</i> $\longrightarrow$ <i>Customer Loyalty</i> $\longrightarrow$ <i>Word Of Mouth</i>	4,10	1,96	<i>Signifikan (Diterima)</i>

Table 6. Direct Influence, Indirect Influence, and Total Influence Between Latent Variables

Variabel	<i>Direct Effect</i>	<i>Indirect Effect</i>	<i>Total Effect</i>
<i>Brand Credibility</i> $\longrightarrow$ <i>Customer Satisfaction</i>	0,41	0	0,41
<i>Brand Credibility</i> $\longrightarrow$ <i>Customer Loyalty</i>	0,71	0	0,71
<i>Customer Satisfaction</i> $\longrightarrow$ <i>Word Of Mouth</i>	0,43	0	0,43
<i>Customer Loyalty</i> $\longrightarrow$ <i>Word Of Mouth</i>	0,19	0	0,19
<i>Customer Satisfaction</i> $\longrightarrow$ <i>Customer Loyalty</i>	0,47	0	0,47
<i>Brand Credibility</i> $\longrightarrow$ <i>Word Of Mouth</i>	0	0,27	0,27

Discussion

1. From the results of data processing, it has been proven that brand credibility has a significant effect on customer satisfaction because it has a t-count value of 4.72, and the number is greater than 1.96. This shows the results of the better the credibility of the Indomaret brand in the minds of consumers, the more customer satisfaction will increase.
2. The results of data processing prove that brand credibility has a major influence on customer loyalty because it has a t-count value of 2.81, which is greater than 1.96. These results indicate that the better Indomaret's brand credibility in the minds of consumers, it will increase customer loyalty. The results of data processing prove that customer satisfaction has a large and significant effect on word of mouth, namely because it has a t-count value of 3.37, greater than 1.96. These results show that the more satisfied customers are when shopping at Indomaret, the word of mouth increases.

3. The results of data processing prove that customer loyalty has a significant effect on word of mouth because it has a t-count value of 3.07, greater than 1.96. These results show that the higher customer loyalty to Indomaret, it will increase word of mouth also among these customers.
4. The results of data processing prove that customer satisfaction has a significant effect on customer loyalty because it has a t-count value of 2.51, greater than 1.96. These results show that the more satisfied customers are when shopping at Indomaret, the more customer loyalty will increase.
5. The results of data processing prove that customer satisfaction has a significant effect and is an intervening between brand credibility and word of mouth factors because it shows that it has a t-count value of 4.10, greater than 1.96. These results show that the better the credibility of the Indomaret brand, the more satisfied customers are when shopping at Indomaret. Word of mouth was created among these customers.

CONCLUSION

Conclusion

In this study, it was found that there are intervening variables, namely those found in customer satisfaction and customer loyalty, which is between brand credibility on word of mouth which has a positive influence between brand credibility on customer satisfaction and customer loyalty, there is a positive influence between customer satisfaction and customer loyalty on word of mouth, and there is a positive influence between customer satisfaction on customer loyalty.

Suggestion

For future researchers, it is expected to continue this research using other variables that the author has never examined.

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