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Analysis of the Influence of Service Quality Factors, and Service Quality on Customer Loyalty with Satisfaction as an Intervening Variable

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ABSTRACT

This study aims to analyze the influence of service quality factors, service quality on customer loyalty with customer satisfaction as an intervening variable. The study used primary data obtained directly from data sources collected specifically and directly related to the problem under study as many as 160 respondents The scale used using the Likert scale. In this research, the data analysis method used is Structural Equation Modeling (SEM). The data analysis method used is quantitative, namely validity test, reliability test, R square test, F square test, Q square test, Fit Model Test, VIF inner model, correlation analysis between dimensions, and hypothesis testing. The results show that Service Quality mediates to Customer Loyalty, Service Quality mediates to Customer Loyalty, Service Quality mediates to Customer Satisfaction, Service Quality mediates to Customer Satisfaction, and Customer Satisfaction mediates to Customer Loyalty. Service quality is the variable that has the greatest influence on customer loyalty at PT Bhum Mulia Prima (RCL Group).

Keywords : Service Quality, Service Quality, Customer Loyalty, Customer Satisfaction

I. INTRODUCTION

PT Bhum Mulia Prima is a corporate agent of the RCL Group, located in the Plaza Sentral Semanggi Building, Jakarta. Regional Container Lines (RCL) started as a General Feeder Operator, operating its first feeder container ship in 1979 between Bangkok and Singapore. In 1988, RCL was listed on the Thailand Stock Exchange and had since achieved satisfactory financial performance and returns for shareholders. Currently, RCL owns and operates 46 container ships covering more than 66 destinations in Asia, India, the Indian subcontinent and the Middle East.

RCL will further expand its feeder service and container liner business in Asia by providing high-quality container shipping services with reliable fix-day shipping, fast transit, deployment of modern and high-specification container ships and customer service information technology. RCL's fleet size ranges from 200 TEUs to 7,000 TEUs. Strict crew and maintenance standards for the entire RCL fleet are provided by the experienced technical team at RCL Shipmanagement, a subsidiary of RCL.

The ship management company and the entire fleet owned by RCL have obtained ISM certification since 1998, much earlier than the mandatory ISM 2002 deadline. Data as follows:

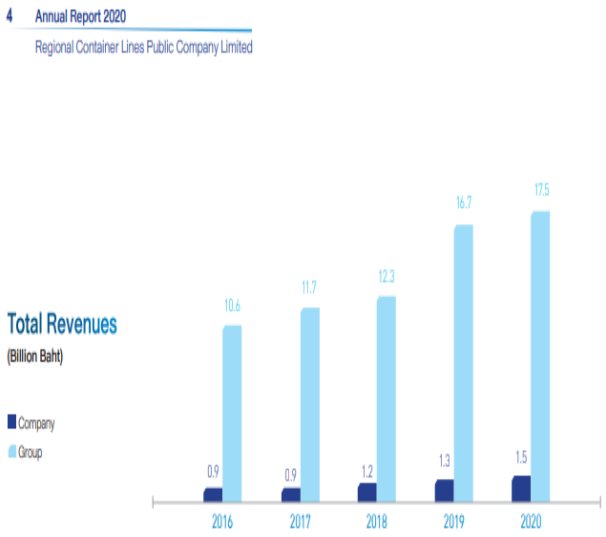

Figure 1. Total revenue of PT Bhum Mulia Prima (RCL Group) (RCL Group Annual Report, 2016-2020)

Table 1 RCL total liftings (RCL Group Annual Report, 2020)

	2016	2017	2018	2019	2020
Total Liftings (TEUs)	1,781,816	1,901,821	2,110,899	2,183,955	2,045,984
Growth (%)	1.7%	6.7%	11.0%	3.5%	-6.3%
COC Volume (TEUs)	1,048,649	1,109,507	1,241,574	1,270,508	1,231,027
Growth (%)	9.8%	5.8%	12%	2.3%	-3.1%
SOC Volume (TEUs)	733,167	792,314	869,325	913,487	814,957
Growth (%)	-8.0%	8.1%	10%	5.1%	-10.8%

Source: RCL Website(2021)

Customer loyalty is a deeply held commitment to buy or re-support a preferred product or service in the future despite situational influences and marketing efforts having the potential to cause customers to switch [1]. From the description above, it can be concluded that customer loyalty is the level of loyalty of consumers to the purchase of an item or service in a place that makes consumers loyal. Loyal customers are an invaluable asset to the company. Companies must build good relationships with consumers to get consumer loyalty itself.

According to [2], the factors that determine customer loyalty include service quality, and customer satisfaction. Furthermore, in customer loyalty there are two influencing factors, namely: (a) Attitudes or the establishment of other people (external). Another person's stance can reduce a person's preferred alternative. This depends on two things, among others: (a) The intensity of the negative attitude of others toward the consumer's preferred alternative. (b) Motivation of consumers to comply with the wishes of others. (2) Unanticipated situational factors. (internal). Consumers form a purchase intention on the basis of factors such as family income, expected price and desired product/service benefits.

In the journal [3] according to Aaker, the factors that influence loyalty are as follows:

(a) Satisfaction

(b) Habitual Behavior

(c) Commitment

(d) Product Likes (Linking of The Brand)

(e) Switching Costs.

This shows that there is a relationship of satisfaction felt by customers, which makes the company's revenue increase from customer loyalty, but currently there are still customers who are dissatisfied with their complaints. In the journal [4], according to Kotler and Keller, "Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations"

According to [5], the factors that drive customer satisfaction are as follows:

1. Product/service quality

Customers are satisfied after buying and using products/services that turn out to have good quality.

2. Price

Low prices for sensitive customers are an important source of satisfaction because they will get high value for money. On the other hand, for customers who are not sensitive to price, the price is not important to them.

3. Service quality

Service quality is highly dependent on three things, namely systems, technology and people. Customer satisfaction with service quality is usually difficult to imitate.

4. Emotional factors Customers will feel satisfied, feel proud, feel confident because of the emotional value provided by the brand of the product.

5. Cost and convenience Customers will be more satisfied if they are relatively cheap, easy, comfortable, and efficient in getting products or services.

However, in reality, revenue and customer satisfaction are not in line with the RCL Jakarta company, this phenomenon can be seen from the frequent accumulation of customers at the cashier and there are still many customers who protest the services provided by the company, but customer loyalty remains good, seen from the company's income that continues to grow. Increase.

To determine more deeply about the phenomenon of the increase in income that is not in accordance with consumer satisfaction, the researchers conducted a pre-survey involving 60 customers as respondents. To find out what aspects affect consumer satisfaction, the researchers used five variables in this pre-survey in accordance with the theory explained earlier.

The following are the pre-survey results that have been obtained:

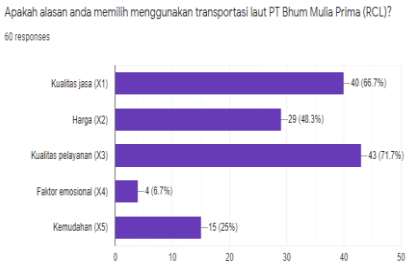

Figure 2.Variable Percentage X1, X2, X3,X4.X5 (Google Form, 2021)

Based on Figure 1.2, the researcher will take values above 50%, which will then be investigated as a phenomenon. From the results of the pre-survey above, the variables that have an answer value above 50% are service quality and service quality variables that will be used as X1 and X2 variables. In the service quality variable, there are 66.7% of respondents agree that this variable is the reason consumers choose shipping services, and there are 71.7% reasoned to choose because of the service quality variable.

Hypothesis Development:

H1 : Service Quality (X1) mediates with Customer Loyalty (Y)

H2 : Service Quality (X2) mediates with Customer Loyalty (Y)

H3 : Service Quality (X1) mediates with Customer Satisfaction (Z)

H4: Service Quality (X2) mediates with Customer Satisfaction (Z)

H5 : Customer Satisfaction (Z) mediates with Customer Loyalty (Y)

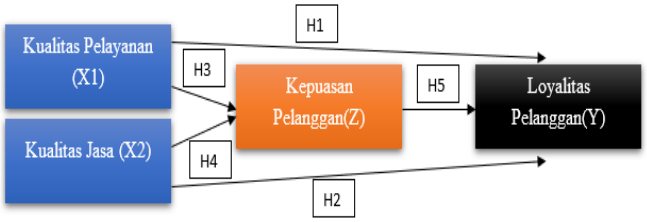

Figure 3. Research Framework

II. METHODS AND MATERIALS

The sampling technique in this study used purposive sampling, meaning that the sampling technique used a technique with specific considerations, namely considerations that consider anyone who has tried the Shipping Services of PT Bhum Mulia Prima (RCL) by using a total sample of 160. Types of data in the study used primary data. This primary data was obtained by distributing questionnaires and then processing the data, with PT Bhum Mulia Prima as the object of this research. The scale used using the Likert scale. In this research, the data analysis method used is Structural Equation Modeling (SEM).

III. RESULTS AND DISCUSSION

3.1 Respondent Description

This research was conducted on the service users of PT Bhum Mulia Prima (RCL Group), as many as 160 respondents.

Table 2 Description of Respondents

Characteristics of Respondents		Amount	%
Gender	Man	94	58.75%
	Woman	66	41.25%
Age	< 30 Years	0	0%
	31-40 Years	148	92.5%
	41-50 Years	12	7.5%
	> 50 Years	0	0%
Education	SENIOR HIGH SCHOOL	6	3.75%
	S1	154	96.25%
	S2	0	0%

Source: Processed primary data (2022)

3.2 Data Analysis Results

3.2.1 Outer Model

3.2.1.1 Convergent Validity Test

In the convergent validity test of 160 data, the researcher uses the Smart PLS program where in making decisions, according [6], a question is said to be valid if the loading factor value is 0.7 and the loading factor value is 0.5.

Table 3 Convergent Validity Test Results

Outer Loadings

	X1	X2	Y	Z
X1.1	0,791			
X1.10	0,754			
X1.2	0,796			
X1.3	0,762			
X1.4	0,738			
X1.5	0,804			
X1.6	0,786			
X1.7	0,801			
X1.8	0,744			
X1.9	0,732			
X2.1		0,865		
X2.2		0,897		
X2.3		0,713		
Y1			0,891	
Y2			0,902	
Z1				0,839
Z2				0,853
Z3				0,751

Source: Processed Primary Data Smart PLS Program (2022)

Based on table 3, it can be concluded that convergent validity is acceptable, and all questions from all variables are declared valid because the loading factor value is 0.7.

3.2.1.2 Discriminant Validity Test

The researcher uses the Smart PLS program where in making decisions, a question is said to be valid if the AVE (Average Variance Extracted) value of each construct is greater than the correlation value between the construct and other constructs in the model, it can be said to have a good discriminant validity value and a cross -loading value of 0.7 [7].

Table 4 Discriminant Validity Test Results

	X1	X2	Y	Z
X1.1	0.791	0.497	0.296	0.486
X1.10	0.754	0.552	0.447	0.553
X1.2	0.796	0.496	0.306	0.482
X1.3	0.762	0.467	0.406	0.510
X1.4	0.738	0.437	0.414	0.449
X1.5	0.804	0.484	0.336	0.481
X1.6	0.786	0.547	0.417	0.576

X1.7	0.801	0.454	0.420	0.513
X1.8	0.744	0.530	0.409	0.539
X1.9	0.732	0.502	0.415	0.536
X2.1	0.588	0.865	0.447	0.739
X2.2	0.564	0.897	0.460	0.728
X2.3	0.442	0.713	0.223	0.466
Y1	0.481	0.408	0.891	0.507
Y2	0.429	0.443	0.902	0.572
Z1	0.572	0.705	0.489	0.839
Z2	0.561	0.717	0.497	0.853
Z3	0.502	0.509	0.495	0.751

Source: Processed Primary Data Smart PLS Program (2022)

Based on Table 4, it can be concluded that all questions have good discriminant validity because all cross-loading values are 0.7 and the AVE (Average Variance Extracted) value for each construct is greater than the correlation value between constructs and other constructs.

According to [8], there is a new criterion for testing Discriminant Validity by looking at the results of the Heterotrait-Monotrait Ratio (HTMT) matrix in PLS. It is recommended that the measurement value should be less than 0.85 even though values above 0.85 to a maximum of 0.90 are still considered sufficient.

Table 5 HTMT Hasil Results

	X1	X2	Y	Z
X1				
X2	0.752			
Y	0.601	0.592		
Z	0.798	1.012	0.804	

Source: Processed Primary Data Smart PLS Program (2022)

Based on Table 5, it can be concluded that Discriminant Validity is good because the HTMT results are below 0.85.

A discriminant validity test can also be done by looking at the AVE root for each construct which must be greater than the correlation with other constructs.

Table 6 Fornell-Larcker Criterion

	X1	X2	Y	Z
X1	0.771			
X2	0.647	0.829		
Y	0.507	0.475	0.896	
Z	0.669	0.796	0.604	0.816

Source: Processed Primary Data Smart PLS Program (2022)

Based on Table 6, it can be concluded that Discriminant Validity is good because each construct is greater than the correlation with other constructs.

3.2.1.3 Reliability Test

Researchers use the smart PLS program by looking at the Cronbach Alpha value where decision making is based on the Cronbach Alpha value of 0.6 and the Composite Reliability value of 0.7 [9] then, the variable can be said to be reliable.

Table 7 Reliability Test Results

	Cronbach's Alpha	Composite Reliability
X1	0,924	0,936
X2	0,775	0,867
Y	0,755	0,891
Z	0,748	0,856

Source: Processed Primary Data Smart PLS Program (2022)

Based on Table 7, it can be concluded that all variables are reliable because the value of *Cronbach Alpha* variable X1 (0.924) 0.6, variable value *Cronbach Alpha*X2 (0.775). 0.6, value *Cronbach Alpha* variable Y (0.755) 0.6, and the value of *Cronbach Alpha* variable Z (0.748) 0.6. As well asthe value of Composite Reliability X1 (0.936) 0.7, the value of Composite Reliability X2 (0.867) 0.7, the value of Composite Reliability Y (0.891) 0.7, and the value of Composite Reliability Z (0.856) 0.7.

3.2.2 Inner Model

3.2.2.1 Test R Square

The R Square test is used to find out how much the percentage of the dependent variable can explain in this study.

Table 8 R Square . Test Results

	R Square	R Square Adjusted
Y	0.294	0.285
Z	0.718	0.713

Source: Processed Primary Data Smart PLS Program (2022)

Based on Table 8, it can be concluded that from the model built, 29.4% were able to explain the Y variable, and 71.9% were able to explain the Z variable.

3.2.2.2 Coefficient of Determination F Square (f 2)

The value of F Square is useful to determine the effect of exogenous variables on endogenous variables. In this study, the basis for making decisions on the F Square test is if 0.02 f 2 < 0.15, then it is included in the small effect. If 0.15 f 2 < 0.35, then it is included in the medium effect, and if f 2 0.35, then it is included in the large effect. [10]

Table 9 Coefficient of Determination of F Square

	X1	X2	Z	Y
X1			0.061	0.097
X2			0.628	0.053
Z				0.147
Y				

Source: Processed Primary Data Smart PLS Program (2022)

Based on Table 9, it can be concluded:

- X1 affects Y is included in the Small effect (0.02 0.097 < 0.15)
- X2 affects Y is included in the Small effect (0.02 0.053 < 0.15)
- X1 affects Z is included in the Small effect (0.02 0.061 < 0.15)
- X2 affects Z is included in the Large effect (0.628 0.628)
- Z affects Y is included in the Small effect (0.02 0.147 < 0.15)

3.2.2.3 Predictive Relevance (Q Square) Value Test

In this study, in testing Q Square, using the basis for decision making, namely if the Q-square value has a value > 0, then the research model has strong predictive relevance. [10]

Table 10 Predictive Relevance (Q Square) Value Test

	SSO	SSE	Q^2 (=1-SSE/SSO)
X1	160,000	160,000	
X2	480,000	480,000	
Y	320,000	249,400	0.221
Z	480,000	255.757	0.467

Source: Processed Primary Data Smart PLS Program (2022)

Based on Table 10, it can be concluded that this research model has strong predictive relevance because of the value of Q2 > 0.

3.2.2.4 Test Model Fit

In testing the fit model in this study, the basis for making decisions is that the model will be considered good if the Standardized Root Mean Square Residual (SRMR) value <0.1 and the Normal Fit Index (NFI) value produces a value between 0 and 1.

Table 11 Fit Model Test Results

	Saturated Model	Estimated Model
SRMR	0.080	0.080
d_ULS	1.103	1.103
d_G	1.339	1.339
Chi-Square	925,784	925,784
NFI	0.601	0.601

Source: Processed Primary Data Smart PLS Program (2022)

Based on Table 11, it can be concluded that the model is considered good because the SRMR value is < 0.1 and the NFI value is between 0 and 1.

3.2.2.5 VIF Inner Model

Testing the VIF Inner Model to prove whether the correlation between constructs is strong or not. According to [10], the basis for decision-making in this test is if the VIF value > 5.00 means that there is a collinearity problem and if the VIF value is < 5.00, there is no collinearity problem.

Table 12 VIF Inner Model Results

	X1	X2	Z	Y
X1			1,887	1,720
X2			1,812	1,720
Z				1,417
Y				

Source: Processed Primary Data Smart PLS Program (2022)

Based on Table 12, it can be concluded that there is no collinearity problem (good) because the VIF value is < 5.00.

3.2.2.6 Analysis of Inter-Dimensional Correlation

This analysis is needed to determine the strength or weakness of the relationship between a dimension of the independent variable and the dependent variable.

Table 13 Dimensional Correlation Between Variables

VARIABEL	DIMENSI	Y1	Y2	Z1	Z2	Z3
Kualitas Pelayanan (X1)	Berwujud	.301**	.231**	.466**	.401**	.310**
	Keandalan	.295**	.255**	.464**	.393**	.311**
	Ketanggapan	.380**	.349**	.440**	.379**	.440**
	Jaminan	.386**	.356**	.335**	.341**	.443**
	Empati	.326**	.278**	.346**	.478**	.349**
Kualitas Jasa (X2)	Kinerja	.366**	.433**	.871**	.517**	.384**
	Estetika	.421**	.405**	.514**	.826**	.410**
	Kesesuaian	.177*	.221**	.262**	.380**	.533**
Kepuasan Pelanggan (Z)	Tetap Setia	.389**	.485**			
	Menggunakan jasa yang di tawarkan	.464**	.428**			
	Merekomendasi Jasa	.385**	.499**			

Source: Processed Primary Data Smart PLS Program (2022)

3.2.2.6.1 Correlation of Service Quality Dimensions (X1) with Customer Loyalty (Y)

There are five dimensions of the Service Quality variable that have the strongest relationship, namely the assurance dimension of 0.386. This indicates that there is a positive and significant relationship (mediating).

3.2.2.6.2 Correlation of Service Quality Dimensions (X2) with Customer Loyalty (Y)

The service quality variable has three dimensions that have the strongest relationship, namely the performance dimension of 0.433. This indicates that there is a positive and significant relationship (mediating).

3.2.2.6.3 Correlation of Customer Satisfaction Dimension (Z) with Customer Loyalty (Y)

There are three dimensions of the Customer Satisfaction variable that have the strongest relationship, namely the dimension of recommending services of 0.499. This indicates that there is a positive and significant relationship (mediating).

3.2.2.6.4 Correlation of Service Quality Dimensions (X1) with Customer Satisfaction (Z)

The service quality variable has five dimensions that have the strongest relationship, namely the empathy dimension of 0.478. This indicates that there is a positive and significant relationship (mediating).

3.2.2.6.5 Correlation of Service Quality Dimension (X2) with Customer Satisfaction (Z)

The service quality variable has three dimensions with the strongest relationship, namely the performance dimension of 0.871 or 87.1%. This indicates that there is a positive and significant relationship (mediating).

3.3 Hypothesis Test Results

The basis for decision-making on hypothesis testing is if the P-Value < 0.05, then it has a significant effect and if the P-Value > 0.05, then it has no significant effect.

Table 14 Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 -> Y	0,343	0,350	0,092	3,722	0,000
X1 -> Z	0,180	0,175	0,071	2,533	0,012
X2 -> Y	0,253	0,247	0,080	3,149	0,002
X2 -> Z	0,566	0,578	0,075	7,545	0,000
Z -> Y	0,242	0,235	0,063	3,858	0,000

Source: PLS Smart Program Primary Data Processed (2022)

It can be concluded :

H1 : Service Quality (X1) mediates with Customer Loyalty (Y) (Accepted)

H2 : Service Quality (X2) mediates with Customer Loyalty (Y) (Accepted)

H3 : Service Quality (X1) mediates with Customer Satisfaction (Z) (Accepted)

H4: Service Quality (X2) mediates with Customer Satisfaction (Z) (Accepted)

H5 : Customer Satisfaction (Z) mediates with Customer Loyalty (Y) (Accepted)

IV. Discussion and Implication

Service Quality (X1) effects on Customer Loyalty (Y). These results prove that good service quality will make customers loyal to PT Bhum Mulia Prima (RCL). The good quality of service provided by PT Bhum Mulia Prima can be felt by customers when employees serve customers both when booking, paying and how to submit questions related to information needed by customers. The more the quality of service provided is good and positive, the more loyal customers will be to PT Bhum Mulia Prima (RCL).

Service Quality (X2) has an effect on Customer Loyalty (Y). These results prove that there is an influence between Service Quality (X2) and Customer Loyalty (Y), where the better the services provided by PT Bhum Mulia Prima (RCL), the more loyal customers will be. The good quality of services provided by PT Bhum Mulia Prima can be felt by

customers when customers get offers of varied container sizes, various shipping destinations and other types of shipping services offered by PT Bhum Mulia Prima (RCL). The better the quality of services provided and according to customer expectations, the more loyal customers will be to PT Bhum Mulia Prima (RCL).

Service Quality (X1) has an effect on Customer Satisfaction (Z). These results prove that there is an influence between Service Quality (X1) and Customer Satisfaction (Z), where the better the service provided by PT Bhum Mulia Prima (RCL), the more satisfied customers will be. The good quality of service provided can be felt when customers make transactions with employees here, customers can feel satisfied when the services provided are good so that they are as expected.

Service Quality (X2) has an effect on Customer Satisfaction (Z). These results prove that there is an influence between Service Quality (X2) and Customer Satisfaction (Z), where the better the services offered by PT Bhum Mulia Prima (RCL), the more satisfied customers will be. The good services offered can be felt by customers when there are many choices of destinations offered, the types of containers offered, and all things related to the services offered by PT Bhum Mulia Prima (RCL) to customers. If the services offered make customers happy and feel available according to their needs, it will automatically make customers satisfied.

Customer Satisfaction (Z) has an effect on Customer Loyalty (Y). These results prove that there is an influence between Customer Satisfaction (Z) and Customer Loyalty (Y), where the more customers are satisfied with PT Bhum Mulia Prima (RCL), the more loyal customers will be. Customer satisfaction arises because there is a sense that is in accordance with expectations, causing satisfaction.

V. Coelution and Future Research

5.1 Conclusion

The results of data analysis and discussion of the Analysis of the Effect of Service Quality Factors and Service Quality on Customer Loyalty with Satisfaction as an Intervening Variable at PT Bhum Mulia Prima (RCL Group) resulted in the following conclusions:

1. Service quality variable (X1) mediates with customer loyalty (Y).
2. Service quality variable (X2) mediates with customer loyalty (Y).
3. Service quality variable (X1) mediates with customer satisfaction (Z).
4. Service quality variable (X2) mediates with customer satisfaction (Z).
5. The customer satisfaction variable (Z) mediates with customer loyalty (Y).

5.2 Future Research

The researcher suggests taking a broader scope, not only in one company but also in conducting research in various other shipping companies so that the sample taken can be a customer population in several shipping companies so that the research results can be used as a stronger reference related to improving services. And services provided by their respective companies. Furthermore, the researcher suggests that further research use other variables related to customer loyalty and satisfaction, such as price and emotional factors. Further research can also use more varied methods, for example, by distributing digital questionnaires.

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