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The Determinant Factors of Customer Loyalty:
Service Quality and Customer Satisfaction

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ABSTRACT

Purpose: is to find out and analyze determine the effect of service quality on customer satisfaction, service quality on customer loyalty, customer satisfaction on customer loyalty and the role of customer satisfaction as a mediation of the effect of service quality on customer loyalty in Teluk Lamong loading and unloading container terminal

Design/methodology/approach: Design of this research uses quantitative research.

Research limitations/implications: This research conducted on Teluk Lamong customers with include 229 respondents samples and are distributed through questionnaires, as well as the data results are processed using SEM PLS version 3.0.

Practical implications: The results prove that there is a significant effect of service quality on customer satisfaction at PT Terminal Teluk Lamong. The second results imply that there is a significant effect of service quality on customer satisfaction at PT Terminal Teluk Lamong. Likewise, the effect of customer satisfaction on customer loyalty at PT Terminal Teluk Lamong is also significant. Satisfaction is also confirmed to mediate the effect of service quality on customer loyalty.

Originality/value: This paper is original.

Paper type: This paper can be categorized as case study paper.

Keyword: , Loyalty, Loading And Unloading Services, Service Quality, Satisfaction, Terminal Teluk Lamong

I. INTRODUCTION

Teluk Lamong Terminal as a company that provides loading and unloading services and dry bulk creates its orientation not only to achieve sustainable development but also mainly to retain customers or achieve their loyalty. Loyalty has a positive relationship with business performance. Customer loyalty does not only increase business value, but also has a positive impact, which is able to attract new customers. Companies concerned with achieving loyalty, in the short term, will make them get sales profit. Profit itself is a tool to ensure business consistency, ensure companies operational turnover and guarantee them to continue taking steps so that they have a variety of products and services in order to compete with other companies. The further consequences of companies that improve their loyalty are customers are willing to pay for services at a higher cost, and more importantly, they will become endorsers for other customers to use Teluk Lamong services. In this condition,

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the advertising costs will be much cheaper. Although achieving customers loyalty is paramount, creating loyal customers requires several stages. The first is to make sure they are satisfied.

According to Lupiyoadi (2014), customer satisfaction is the level of feeling which a person delivers comparison results between the received service products performance and the expected ones. Customer satisfaction is the key to creating customer loyalty. Satisfied customers are those who get a lot of benefits from the company and the benefits obtained exceed their expectations. Satisfied customers are relatively price insensitive. This also means that customers will be able to pay for the service at a higher price. Customer satisfaction will make customers never think of using services other than the company has provided.

The company's success in achieving loyalty and satisfaction is still considered not optimal. Since customer loyalty and satisfaction are constructs which do not stand alone yet are determined by service quality (Aryani, D dan Rosinta, 2010) Service quality is a determining factor in services companies. Service quality encourages customers to commit to products and services of certain companies. Service quality is very crucial in retaining customers for a long period. Service quality is a concept put forward by Parasuraman cited by Prastiwi (2017), which includes five main dimensions, those are tangible, reliability, responsiveness, assurance, and empathy. These five dimensions support a company in providing quality services. Tangible is physical evidence related to a company's physical facilities. Reliability is related to a company's ability to provide accurate services. Responsiveness illustrates how great the willingness and ability of employees to help customers and respond to employees' requests. Assurance is defined as a company's ability to create a sense of security. And empathy is the ability of consumers to give personal attention (custom) to their consumers. If a service company is able to manage these five dimensions and make them as a service strategy, it will make customers more satisfied (Tjiptono dalam Deasy Endrawati D, dan Juliani, 2018).

The concepts of service quality, satisfaction, and loyalty are related to one another. Service quality affects loyalty, both directly and indirectly, through customer satisfaction. Service quality is also able to influence customer loyalty directly, as well as affect it indirectly through satisfaction (Aryani, D dan Rosinta, 2010)

Researches related to service quality, relative customer satisfaction, and loyalty have been conducted with a variety of objects, both in the culinary, telecommunications, banking, hospital, and other industries. The reason for this research using these three concepts, apart from being real, is that those are considered as the most needed concepts in the field of services. Empirically, researches related to service quality, customer satisfaction, and loyalty yield inconsistent results. Research conducted by Indrianingsih et al. (2015) states that there is an effect of service quality on customer loyalty, however the research of Aryani, D dan Rosinta (2010) argues that there is no influence between service quality and customer loyalty. Research Cahyani (2014) suggests that there is an effect of service quality on satisfaction and there is an effect of satisfaction on loyalty, but in indriista's research, A (2015) service quality from the tangible aspect has no effect on satisfaction

II. METHODOLOGY

This study is an explanatory research. The population samples in this study are all container loading and unloading service users at PT Terminal Teluk Lamong who work together at least two times. The samples are determined based on the Slovin formula and include 229 respondents. The independent variable used in this study results is given the notation of X, namely: Variable Service Quality, the intervening variable in the study results is given the notation of Y1, namely: Customer satisfaction (Y1). The dependent variable in the study results is given the notation of Y2, namely customer loyalty (Y2). The data collection technique in this research is field study. The field study is conducted by distributing the questionnaires. While the analysis technique is carried out using Partial Least Square (PLS).

III. RESULTS AND DISCUSSION

A. Convergent Validity

The test results of the first stage outer model is the convergent validity value. For the convergent validity of service quality variables, it can be observed from the indicator value in dimensions. Since the service quality variable is arranged with a second order pattern. The first order is quality service with 5 dimensions. Then the second order is 5 dimensions with each indicator. The result convergent validity results can be observed from the loading factor value. The loading factor value is believed to be valid if it is more than 0.5. Below are the results of the complete convergent validity test in the Table. 1

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Table 1 Test Results of Convergent Validity

Dimension /Variable	Assurance	Empathy	Reliability	Responsiveness	Tangibility	Service Quality (X)	Customer Satisfaction(Y1)	Customer Loyalty (Y2)
First Order								
Assurance1	0.820							
Assurance2	0.715							
Assurance3	0.748							
Emphaty1		0.786						
Emphaty2		0.828						
Emphaty3		0.846						
Reliability1			0.795					
Reliability2			0.778					
Reliability3			0.681					
Responsiveness1				0.756				
Responsiveness2				0.787				
Responsiveness3				0.801				
Tangible1					0.719			
Tangible2					0.774			
Tangible3					0.735			
Satisfaction1							0.673	
Satisfaction2							0.717	
Satisfaction3							0.750	
Satisfaction4							0.782	
Loyalty1								0.673
Loyalty2								0.618
Loyalty3								0.743
Loyalty4								0.729
Loyalty5								0.774
Loyalty6								0.730
Second Order								
Tangible						0.835		
Responsiveness						0.878		
Reliability						0.785		
Empathy						0.857		
Assurance						0.865		

The calculation results illustrate that the service quality variable which consists of five second order dimensions, namely tangible, assurance, empathy, responsiveness and reliability, has a loading factor value greater than 0.5. Similarly, the indicators of each dimension in the first order also have a value greater than 0.5. Therefore, both indicators and dimensions are valid. Customer satisfaction and customer loyalty variables have a factor loading value of more than 0.5. With this result, all variables have convergent validity that meets the standard.

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B. Construct Validity

The next measurement model is Average Variance Extracted (AVE) value, which depicts the amount of indicator variance contained by latent variable. AVE value greater than 0.5 also indicates good validity adequacy for latent variables.

Table 2 Test Results of Construct Validity

Dimension or Variable	Average Variance Extracted (AVE)
Service Quality:	
Assurance	0.581
Empathy	0.673
Reliability	0.568
Responsiveness	0.611
Tangibility	0.552
Customer Satisfaction (Y1)	0.535
Customer Loyalty (Y2)	0.509

Source: SEM PLS attachment

The calculation results illustrate that all the research variable constructs yield all variables with AVE value of more than 0.5. With these results, all latent variables and dimensions have good validity adequacy.

C. Discriminant Validity

Discriminant validity can be measured using cross loading values. The high cross loading value (0.5) on the dimensions of certain variables compared to the dimension values of other variables means the construct validity of these latent variables and dimensions is good. Here are the full cross loading values:

Table 3 Test Results of Discriminant Validity Using Cross Loading

Dimension /Variable	Assurance	Empathy	Reliability	Responsiveness	Tangibility	Customer Satisfaction(Y1)	Customer Loyalty (Y2)
Assurance1	0.820	0.651	0.493	0.517	0.555	0.569	0.619
Assurance2	0.715	0.474	0.446	0.483	0.508	0.510	0.470
Assurance3	0.748	0.518	0.404	0.517	0.445	0.592	0.572
Emphaty1	0.585	0.786	0.352	0.529	0.503	0.557	0.559
Emphaty2	0.630	0.828	0.551	0.597	0.530	0.588	0.617
Emphaty3	0.565	0.846	0.538	0.553	0.572	0.575	0.594
Reliability1	0.478	0.478	0.795	0.508	0.473	0.519	0.509
Reliability2	0.427	0.473	0.778	0.507	0.449	0.471	0.489
Reliability3	0.426	0.376	0.681	0.329	0.393	0.425	0.451
Responsiveness1	0.529	0.472	0.464	0.756	0.493	0.402	0.546
Responsiveness2	0.550	0.593	0.531	0.787	0.549	0.620	0.503
Responsiveness3	0.472	0.530	0.411	0.801	0.506	0.493	0.510
Tangible1	0.581	0.571	0.429	0.474	0.719	0.552	0.490
Tangible2	0.473	0.477	0.462	0.598	0.774	0.435	0.459
Tangible3	0.406	0.391	0.406	0.384	0.735	0.366	0.485

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Dimension /Variable	Assurance	Empathy	Reliability	Responsiveness	Tangibility	Customer Satisfaction(Y1)	Customer Loyalty (Y2)
Satisfaction 1	0.426	0.518	0.406	0.378	0.420	0.673	0.444
Satisfaction 2	0.553	0.440	0.430	0.386	0.345	0.717	0.508
Satisfaction 3	0.570	0.527	0.478	0.503	0.501	0.750	0.567
Satisfaction 4	0.577	0.559	0.516	0.614	0.517	0.782	0.502
Loyalty 1	0.481	0.475	0.426	0.464	0.491	0.414	0.673
Loyalty 2	0.443	0.477	0.365	0.474	0.409	0.448	0.618
Loyalty 3	0.523	0.540	0.571	0.512	0.508	0.461	0.743
Loyalty 4	0.541	0.516	0.504	0.420	0.447	0.528	0.729
Loyalty 5	0.546	0.527	0.461	0.458	0.460	0.543	0.774
Loyalty 6	0.574	0.541	0.404	0.513	0.432	0.563	0.730

Source: SEM PLS attachment

Table 3 contains the cross loading for each variable of customer satisfaction, customer satisfaction, and customer loyalty is greater than the columns on other variables (marked with bold or thicker than the others). Meanwhile, for service quality, the value is greater in the dimensions of tangible, assurance, empathy, responsiveness and empathy. This means that the variables and dimensions fulfil the requirements of discriminant validity. Similarly, customer satisfaction and customer loyalty have a greater coefficient value than others.

D. Reliability

The construct reliability is measured by the value of composite reliability, the construct is considered reliable if the value of composite reliability is above 0.70 then the indicator is stated to be consistent in measuring its latent variables. Here are the full results:

Table 4 Test Results of Construct Reliability

Dimension /Variable	Cronbach's Alpha	Composite Reliability
Customer Satisfaction (Y1)	0.710	0.821
Customer Loyalty (Y2)	0.805	0.861
Service Quality:		
Reliability	0.618	0.797
Responsiveness	0.682	0.825
Tangibility	0.596	0.787
Assurance	0.638	0.806
Empathy	0.757	0.860

Source: SEM PLS attachment

The test results illustrate the constructs (variables and dimensions) of all variables have Cronbach alpha value and composite reliability greater than 0.7. Therefore, all variables are confirmed reliable.

E. Hypotheses Test
Test Stage of Inner Model or Structural Model

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The structural model stage aims to determine whether there is an influence between variables. The test is performed using the t test. The variable is believed to have an influence if the significance value of t is less than 0.05.

Table 5 Test of Direct Effect Hypotheses

Impact between variables	Coefficient	t Statistics	P Values
Direct Impact			
Service Quality (X) ➔ Customer Satisfaction (Y1)	0.789	23.489	0.000
Service Quality (X) ➔ Customer Loyalty (Y2)	0.688	10.944	0.000
Customer Satisfaction (Y1) ➔ Customer Loyalty (Y2)	0.151	2.010	0.045
Indirect Impact			
Service Quality (X) ➔ Customer Satisfaction (Y1) ➔ Customer Loyalty (Y2)	0.119	1.969	0.049

Source: SEM PLS attachment

Based on the table above, the analysis is described as follows:

The calculated path coefficient value is 0.789. The path coefficient is positive. This positive value implies the higher the service quality provided by Teluk Lamong officers, the higher customer satisfaction. And conversely, the lower the service quality provided by officers, lower customer satisfaction. Then, the coefficient value from the t test results obtains a t value of 23.489 with a significance level of 0.000. The value is less than 0.05, thus, there is a significant effect of service quality on customer satisfaction. Therefore, H0 is rejected and H1 is accepted.

The calculated path coefficient value is 0.688. The path coefficient is positive. This positive value means the higher the service quality provided by Teluk Lamong officers, the higher customer loyalty. And conversely, the lower the service quality provided by officers, the lower customer loyalty. Then this coefficient value from the t test results obtains t value of 10.944 with a significance level of 0.000. The value is smaller than 0.05, proving there is a significant effect of service quality on customer loyalty. So that H0 is rejected and H2 is accepted.

The calculated path coefficient value is 0.151. The path coefficient is positive. This positive value suggests that the higher the customer satisfaction, the higher the customer loyalty. And vice versa, the lower customer satisfaction, the lower customer loyalty. Then this coefficient value from the t test results obtains a t value of 2.010 with a significance level of 0.045. The value is smaller than 0.05, confirming there is a significant effect of customer satisfaction on customer loyalty. Therefore, H0 is rejected and H3 is accepted.

Besides testing the direct effect, this study also reviews the indirect effect. Smart PLS test is able to directly yield the results of the indirect impact, therefore there is no requirement to carry out the test manually. The indirect effect test results illustrate the service quality influences customer loyalty through customer satisfaction. This can be observed from the coefficient value of 0.119 with t statistic of 1.969 and the probability or significance of 0.049. This value is less than 0.05 indicating that the indirect effect is significant. With this result, the fourth hypothesis validity is also confirmed.

Based on the test of direct and indirect effects, it can be determined whether the type of relationship is full mediation or partial mediation. Full mediation exists if the direct effect between variables is substantial, while the indirect effect is not. Meanwhile, partial mediation occurs when the direct effect is significant, as well as the indirect effect. If the direct effect is significant, while the indirect effect is not considerable, then it does not mediate. Table 5.12 shows that that customer satisfaction has a direct effect on customer loyalty as well as the indirect effect. Thus, it can be categorized as partial mediation.

F. Coefficient of Determination

The results show the influence magnitude of customer quality on customer satisfaction, which is 0.623% is 62.3%. Meanwhile, the influence of service quality and customer satisfaction on customer loyalty is 0.659 or 65.9%.

G. Goodness of Fit Test

The predictive relevance value is notated by Q2. The value of the Q-square can be calculated by the following calculation: $Q2 = 1 - (1 - 0.623)(1 - 0.659) = 0.871$. Based on the Q-square calculation results, the

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Q-square value is 0.8659. Since the value of Q2 > 0, it can be concluded that the model is fit, or the data has matched the model.

The second is to find the Goodness of Fit (GoF) value. The result of calculating the average value of AVE is 0.6274, while the average R2 is 0.607, thus the GOF value is 0.6301.

H. The Effect of Service Quality on Customer Satisfaction

The results demonstrate that service quality has a significant positive influence on customer satisfaction. This means that the higher the service quality, the higher the customer satisfaction. The results also indicate that the service quality provided by Teluk Lamong is in the category of agree and strongly agree. This reflects the good service provided by officers. With this good service, customers are satisfied to use Teluk Lamong services. Service quality is the presentation of products and/or services in accordance with company standards & efforts are made to deliver these products and services to meet consumers' expectation. The dimensions of service quality consist of tangibles, reliability, responsibility, assurance, and empathy. Meanwhile, satisfaction is the result of comparison between received service products performance and the expected ones. Every individual who utilizes the services of a company initially hopes to find good services, both from employees as well as company. When customers expend the service, they will compare their initial expectations with the real service they currently obtain. If the service quality is served as they have expected, they will be satisfied. Vice versa, if the received service quality is similar to their expectation, even below their expectation, they will feel dissatisfied. Service quality is second to none for service companies. Due to the main core of service companies is to supply or sell services. Therefore, they fail to provide the best service to customers, they have failed in delivering their main core business. The results of this study are in line with research conducted by Syarifuddin, PR, Sari (2013), Aryani, D dan Rosinta (2010), Indrianingsih et al. (2015) and Shartykarini, S, (2016). This study proves that service quality has a significant effect on satisfaction.

I. The Effect of Service Quality on Customer Loyalty

The study results show that service quality has a significant positive impact on customer loyalty. This means that the higher the service quality, the higher the customer loyalty. The results also indicate that the service quality provided by Teluk Lamong is in the category of agree and strongly agree. This reflects the good service given by officers. With this good service, loyal customers will continue to employ Teluk Lamong. Service quality of service companies means that they guarantee their provided services to meet five aspects of service quality, which are tangible, reliability, assurance, empathy, and responsiveness. Companies have to maintain their service quality supplied to customers. If a company fulfill the five elements of service quality properly and correctly, customers will get proper services they shall obtain from the service provider. In addition, a company with good service quality will make itself win the competition among other service providers. Thus, the delivery of good service quality can be a strategy to win the competition. With this quality service, customers shall need to continue using the services. The desire to continue using the services is part of customer loyalty. The study results are in line with and supportive to the research of Cronin and Taylor in Cronin dan Taylor dalam Budiyarto (2012)suggesting that service quality has an effect on loyalty, which means that if reliability, which includes the ability to deliver promised services is performed well immediately, it will affect customer loyalty. In addition, research conducted by Syarifuddin, PR, Sari (2015), Indrianingsih et al., (2015) and Shartykarini, S (2016) recommends that service quality has an effect on customer loyalty.

J. The Effect of Customer Satisfaction on Customer Loyalty

The results prove that customer satisfaction has a significant positive effect on customer loyalty. This means, the higher customer satisfaction, the higher customer loyalty. The results also imply that customer satisfaction is involved in category of agree, as well as customer loyalty is also included in the category of high. This reflects that customers are satisfied and eager to continue using the loading and unloading services in Teluk Lamong. Satisfaction is a comparison between performance and expectation. If the performance or real condition is better than the expectation, then what comes to customers' mind is customer satisfaction. Conversely, if the performance or reality obtained is the same or even lower than expectation, then dissatisfaction will appear. Whereas loyalty is the customers' willingness to always use the company's products or services in long term (Lovelock, C., 2015)

Fulfilling customer satisfaction is one of company's main goals. Since customers have already spent, then they shall expect more from the company. Companies which cannot meet this requirement will be left behind and their customers will look for other companies which are able to meet their hope or expectations. With the fulfilled hope or expectations, customers will come for the second time and repeat using the services or buying companies' products. Since customers do not intend to be disappointed. It is important for companies to continue to maintain satisfaction and keep their customers from being disappointed so that customers continue

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to choose them as the first choice. The study results support the influence of satisfaction on customer loyalty. The research results of Syarifuddin, PR, Sari, (2015), Armini, D dan Rosinta (2010), Indrianingsih et al. (2015) and Shartykarini, S (2016). All these studies suggest that customer satisfaction has a significant impact on loyalty, therefore, there is a relationship between customer satisfaction and loyalty. Researches related to loading and unloading services at port terminals enrich the results of these previous studies, three among those are researches on culinary industries and one research in the service sectors, which is fitness and gym services. Thus, satisfaction can affect loyalty to companies which offer services as well as products with services (culinary).

K. Effect of Customer Satisfaction on Customer Loyalty through Customer Satisfaction

The results of the indirect effect test indicate that services quality has an influence on customer loyalty through customer satisfaction. The mediating role of customer satisfaction on the impact of service quality on customer loyalty has not been carried out in many studies. Several studies often stop evaluating on each relationship. The role of mediation illustrates the importance of satisfaction before loyal customers. The important role of satisfaction before loyalty is stated by Kotler, P dan Amstrong (2018) That after customers make a transaction or purchasing process or using the services, they will do the post purchase evaluation. The evaluation is carried out by comparing the expectations with the performance obtained. Consumers shall expect the performance obtained to be better than their expectations, so that customer satisfaction is achieved. Consumers expect this point since they have paid for the services. Hopefully, these expenditures will be replaced with satisfying services or products. This satisfaction arises in the service industries because of the service quality provided. Services provided have to meet all aspects of direct evidences (tangibles), reliability, responsibility, assurance, and empathy. Then after consumers are satisfied, it is likely that they will return to repeat the services or products in the future. Or make the company as the first choice in making transactions in the next process. Thus, the existence of satisfaction is important after consumers get the services, which in turn, it has an impact on loyalty. Therefore, satisfaction acts as an intermediary or mediator. Consequently, this study results support the research of Kumalaningrum (2016) an Pramono (2012) dalam Agustianti et al., (2018) suggesting that customer satisfaction mediates the effect of service quality on customer loyalty.

IV. CONCLUSION

There is a substantial impact of service quality on customer satisfaction and customer loyalty of PT Terminal Teluk Lamong. There is a significant influence of customer satisfaction on customer loyalty at PT Terminal Teluk Lamong. Service quality affects customer loyalty with customer satisfaction as a mediation for PT Terminal Teluk Lamong.

Based on conclusions and results of the research carried out, the suggestions to be conveyed in the study are aimed at two parties, which are PT Terminal Teluk Lamong and future researches.

Suggestions to future researches

Future researches are suggested to carry out the study by adding other variables which are able to increase customer loyalty, such as implementation of marketing strategy and the terminal environment.

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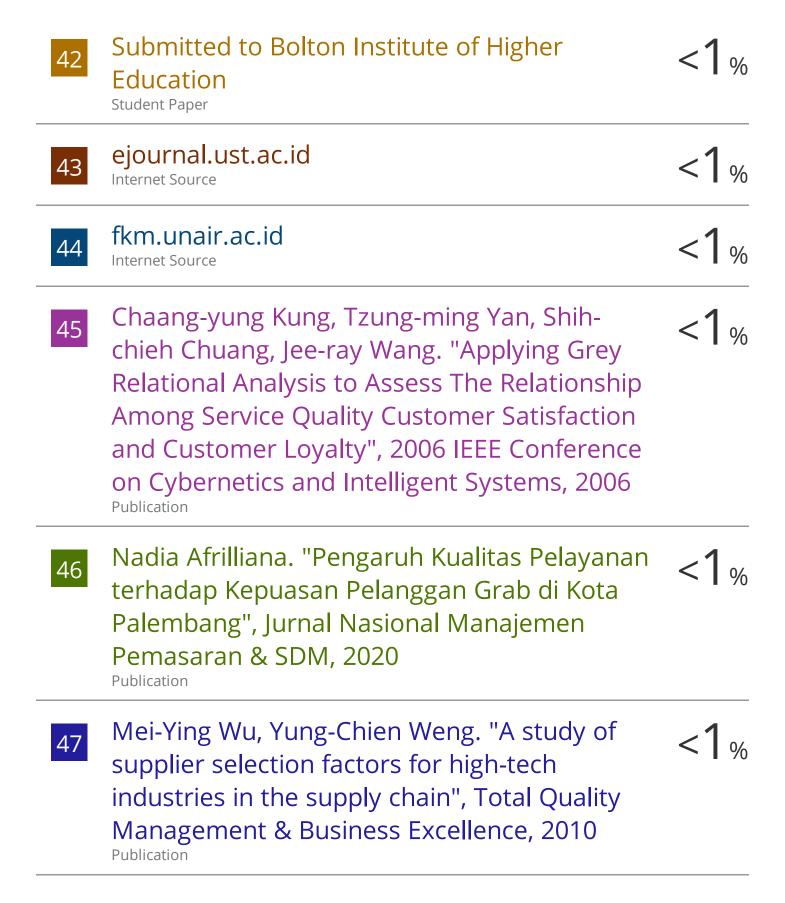Publication

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