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The Influence of Service Quality on Customer Trust Through Loyalty

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Abstract: This study aims to examine the effect of service quality on customer satisfaction and how satisfaction plays a role in fostering customer loyalty. Using qualitative methods and literature review, this study explores various relevant scientific articles in the field of marketing management. The results show that good service quality has a significant impact on customer satisfaction. In turn, customer satisfaction has a positive impact on customer loyalty. Satisfied customers tend to continue using a company's products or services and are more likely to recommend them to others. Therefore, customer satisfaction serves as an important measure of a company's service success. Based on these findings, this study emphasizes the importance of improving service quality to improve customer satisfaction.

Keyword: Service Quality, Customer Satisfaction, Customer Loyalty.

INTRODUCTION

The introduction contains the research background in a concise, concise, and clear manner; research purposes; as well as supporting theories. Written in Times New Roman font, size 12, space 1. Writing in a foreign language is typed in italics. In narrative writing, no need to be given a special subtitle. Included in the writing of operational definitions, if deemed necessary, also written narratively. All forms of reference used must be written down the source. Writing citations or references using body notes, namely by writing the last name of the author and the year of writing written in brackets (Muthmainnah, 2017).

The problem formulation contains article questions that must be explained in the discussion and answered in the conclusion. Rapid technological developments require business actors to quickly adapt to these changes. One form of technology is social media. Competition in the business world is getting tighter from year to year, this competition is always influenced by the role of technology in it. The role of technology in supporting the company's business processes has a very positive impact on the company, with the role of technology in the business process, the company can save time in providing services to customers. Therefore, customer satisfaction is very important for business actors, because increasing customer satisfaction with the services provided will have an impact on customer loyalty so that

customers can provide recommendations to others. Customer satisfaction is often used as a benchmark for the success of business actors in providing a service. Customer satisfaction with the services provided will be directly proportional to the level of customer loyalty. Customer loyalty will guarantee business actors to continue to provide the best service so that visitors always increase from time to time. (Dewa and Setyohadi 2017)

Therefore, this study will examine the effect of service quality on customer satisfaction. This article discusses the effect of service quality on customer satisfaction, a study of Marketing Management literature. The purpose of containing article questions that must be explained in the discussion and answered in the conclusion.

METHOD

The method of writing this research article is with a qualitative method and literature study or Library Research. Reviewing literature books in accordance with the theories discussed especially in the scope of Marketing Management. All cited scientific articles are sourced from Mendeley and Google Scholar. One of the main reasons for conducting qualitative research is that the research is exploratory in nature (Limakrisna and Ali 2016)

RESULTS AND DISCUSSION

Review relevant articles as a basis for formulating research hypotheses by explaining the results of previous research, based on relevant research as proposed in table 1 below.

Table 1 Previous Research Results

No.	Title	Method	Results	Hypothesis
1	The Influence of Service Quality and Product Quality On Customer Satisfaction And Consumer Loyalty Happy Garden Restaurant Surabaya (Wulansari and Widowati 2022)	Structural Equation Model (SEM)	Research result, That the quality of service at the Happy Garden restaurant Has a positive and significant influence on Consumer satisfaction of Happy Garden restaurant. This means that it can be concluded that consumer satisfaction at the Happy Garden restaurant has a positive and significant influence on consumer loyalty	H1, H2, H3

2	The Influence of Product Quality and Service Quality Towards Customer Satisfaction (Ibrahim and others)	Multiple regression	Regression coefficient of service quality variables of 0.156; meaning that if the quality of service increases by 1 unit, then consumer satisfaction will increase by 0.156, and the coefficient value is positive relationship between service quality and customer satisfaction	H2
3	The Influence of Service Quality and Product Quality on Consumer Loyalty with Customer Satisfaction as an Intervening Variable (Study on Consumers of Yenita Konveksi in Gubug District) (Wulansari and Widowati 2022)	Path Analysis Method	The total influence of the Service Quality variable through the Customer Satisfaction variable on Consumer Loyalty is $0.497 + 0.243 = 0.74$	H1,H2,H3
4	The influence of product quality, service quality, and price on consumer satisfaction and loyalty (study on consumers of Geprek Benu Rawamangun) (Joko Widodo 2019)	associative strategy that aims to determine the influence between two or more variables. obtained by using the Sobel test	The beta coefficient result is 0.156 obtained from the multiplication of the beta coefficient X2 with Y1 and the significance value obtained from the value of service quality on consumer loyalty through consumer satisfaction is $2.837 > 1.98$ with a significance level of 0.05. This shows that satisfaction is able to mediate service quality on loyalty.	H1, H2, H3
5	Service Quality and Customer Satisfaction Towards Loyalty to Bank BJB (Atmaja 2018)	regression analysis	quality of service and customer satisfaction has very strong correlation with loyalty known from the value of r of 0.928.	H1,H2,H3
6	The Influence of Customer Satisfaction on Customer Loyalty at the Dumilah Water Park Madiun Tourist Attraction (Husodho 2015)	Simple Linear Regression Analysis	The results that obtained from the regression line $Y = 29.981 + 0.505X$, which means that if when satisfaction If the number of customers increases by 1% then customer loyalty will increase by 0.505%	H3

7	The Influence of Location and Service Quality on Consumer Loyalty at Anugrah Rengat Photocopy	Multiple regression	linear	Service Quality influences consumer loyalty by 55.1%.	H1
(Hermanto et al. 2019)					
8	Impact of Service Quality on Consumer Loyalty	Multiple regression	linear	The results of the multiple determination coefficient (R ²) obtained a value of 0.757, this means 75.7%	H1
(Sofiati, Qomariah, and Hermawan 2018)					

Based on the problem statement, relevant discussions and research, the conceptual framework of this article was obtained as shown in Figure 1 below.

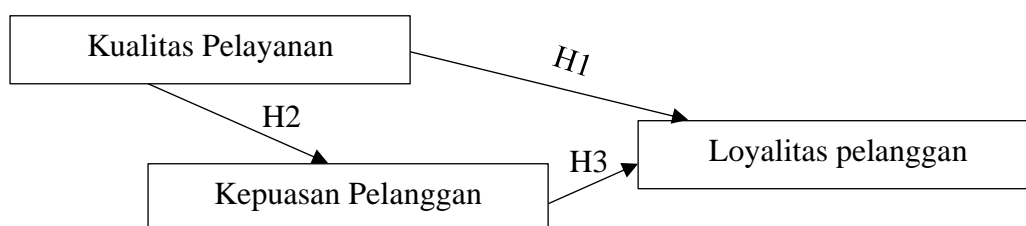


Figure 1 Framework of Thought

DISCUSSION

According to Kotler 2002 service is any action offered by one party to another party that is basically intangible and does not affect ownership. Service quality is influenced by the service perceived and the service expected. Another opinion, according to (Tjiptono and Chandra 2011) service is an effort by service owners to meet customer needs and desires and the accuracy of delivery so that it can match customer expectations. According to (Kotler and Armstrong 2008) states that the concept of service quality is a perception of a comprehensive quality revolution that is thought of and becomes an idea that must be formulated so that its application can be re-tested into a dynamic process, ongoing in meeting customer satisfaction. Service is an important element in creating customer satisfaction. Quality service will have an impact on meeting customer expectations. According to Sugianto and Sugiharto 2013 service quality is something complex, so to determine the extent of the quality of the service, it can be seen from five indicators. Such as research that has been conducted by (Hermanto et al. 2019) which states that there is a positive influence on customer loyalty through service quality variables through customer satisfaction.

Customer satisfaction is a part related to the creation of customer value. Because the creation of customer satisfaction means providing benefits to the company, namely, including the relationship between the company and its customers being harmonious, providing a good foundation or creating customer satisfaction and forming a word of mouth recommendation that is beneficial to the company, so that there is interest from customers to buy or use the company's services. Satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of a product that is thought of against the expected performance (results). If performance is below expectations, the customer is not satisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy (Kotler and Armstrong 2008) According

to (Tjiptono 1995) satisfaction is the difference between expectations and performance. Customer satisfaction is always based on efforts to eliminate or narrow the gap between expectations and performance. Meanwhile, according to Sahabuddin 2019, satisfaction is a feeling that results from evaluating what is felt compared to expectations, which is related to the desires and needs of the customer in a product or service. As research has been conducted by (Joko Bagio Santoso 2019) which states that there is a positive influence of customer satisfaction through product quality variables on customer loyalty.

Kotler and Keller 2018 stated that loyalty is a deeply held commitment to repurchase or support a preferred product or service in the future even though the influence of situations and marketing efforts have the potential to cause customers to switch. Consumer loyalty is a consumer's effort to remain loyal with awareness, a strong impression of quality, satisfaction and pride in a product followed by repeat purchases. (Setiawan, Setyohadi, and Pranowo 2018) loyalty is the willingness of customers to continue subscribing to a company in the long term, by purchasing and using its goods and services repeatedly, and willingly recommending the company's products to others. According to Erica and Al Rasyid 2018 Customer loyalty can be formed when customers are satisfied with the brand or level of service received, and intend to continue the relationship. (Kotler 2002) customer loyalty reflects customer loyalty to a brand (Santoso 2019) As research has been conducted by (Wulansari and Widowati 2022) which states that there is a positive influence of customer satisfaction through product quality variables on customer loyalty.

CONCLUSION

Service quality has a significant influence on customer satisfaction, and customer satisfaction directly affects customer loyalty. This is evident from various literature studies that show a positive relationship between service quality and customer satisfaction, which then has an impact on customer loyalty. In other words, companies that are able to provide quality service tend to get a high level of customer satisfaction, which in the end

Customer loyalty not only ensures repeat purchases, but also encourages customers to provide recommendations to others. Customer satisfaction is one of the important indicators of a business's success, because satisfied customers are more likely to remain loyal to a company's products or services.

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