

# THE INFLUENCE OF SERVICE QUALITY AND PRICE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE AT PT. MANDIRI SEJAHTERA MAKMUR JAYA, MEDAN

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## ABSTRACT

*PT. Mandiri Sejahtera Makmur Jaya is a private company engaged in the field of logistics goods delivery services, namely companies that offer goods delivery services in large quantities such as containers by ship. PT. Mandiri Sejahtera Makmur Jaya has been operating since the end of 2015 and is committed to providing the best service for its customers, and at this time the company is focusing on offering services in the domestic area of Indonesia. The problem in this study is whether Service Quality and Price through Customer Satisfaction affect Customer Loyalty. Respondents in this study were 96 customers of PT. Mandiri Prosperous Prosperous Jaya. Data analysis techniques in this study used two statistical approaches, namely descriptive statistics and inferential statistics using the SEM (Structural Equation Modeling) model. The results showed that: (1) Service Quality has a positive and significant effect on Customer Loyalty, (2) Price has a positive and significant effect on Customer Loyalty, (3) Service Quality has a positive and significant effect on Customer Satisfaction, (4) Price has a positive and significant effect on Customer Satisfaction, (5) Customer Satisfaction has a positive but not significant effect on Customer Loyalty, (6) Service Quality through Customer Satisfaction has a positive but not significant effect on Customer Loyalty, and (7) Price through Customer Satisfaction has a positive but not significant effect on Customer loyalty.*

**Keyword :** *Service Quality, Price, Customer Satisfaction, and Customer Loyalty*

## 1. INTRODUCTION

In today's dynamic global market context, there are many businesses that continue to grow and emerge in the market due to globalization, these businesses can be in the form of offering goods or services in traditional markets or even digital markets. In addition, Indonesia as part of a developing country in Southeast Asia which is rich in natural resources can open up great business opportunities as long as they are able to manage them, businesses in the market will compete fiercely and demand from customers will increase according to needs.

To meet these market demands, supply chain businesses will improve their manufacturing processes and production processes to supply more goods and meet customer demands. And in the process there is a section where goods must be distributed evenly to the market, and is a job description for a logistics service company. The role of logistics services is very vital and very closely related to the development of the nation's economy. In general, logistics is part of supply chain management in an economic role, which has a role to plan and control the number of requests for customer goods from the production process to the last

chain where goods or services arrive or are received by customers.

In every business, there will always be a customer or consumer role that is very important for the business cycle. Customers or consumers play a very vital role for the development, stability and existence of a business in the market, but for this to happen, business owners must also try to maintain many aspects. Focusing on customers will give the business greater potential to grow more in the future. Especially with globalization and current technological advancements, customers can now easily access market information and become more selective in the decision-making process to buy goods or services. In this aspect, companies also need to be more innovative and dynamic to manage updates along with changing market trends.

To be able to retain customers, especially those operating in the service industry, they can only compete by maintaining the quality of their service. Service quality is an activity provided where it is quite difficult to define compared to products because it is abstract, but it is a main feature provided by service industry businesses that deal with customers directly (Armstrong et al., 2018).

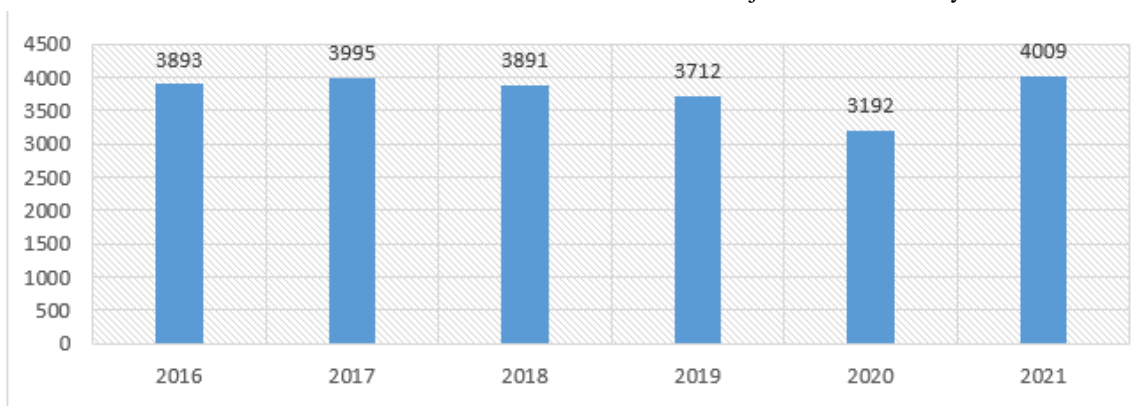
Apart from service quality, there are other factors that influence and create loyal customers, namely price. Price is a very important aspect for customers, which is an indicator or tool for customers to determine the value of the goods/services requested and exchanged, whether the price they pay for the goods/services is in accordance with the benefits they get/obtain after buying it (Tjiptono & Chandra, 2016). Customer loyalty can be interpreted as customers who have deep relationships and are willing to repurchase goods/services based on previous experiences that influence customer buying behavior (Kotler et al., 2016). Customer satisfaction can be considered as one of the most important determinants of long-term customer behavior from customers because customer loyalty is the result of customer satisfaction (Mulyono, 2021).

Based on the journal (Hanifa, O., Kurniawati, T., & Rahmidani, R.2019), "The Influence of Price and Service Quality on Go-Jek Customer Loyalty with Customer Satisfaction as Mediation Variables in Padang State University Students". Go-Jek is a company engaged specifically in the service industry, which means that instead of selling products to customers, they sell their services more, offering good quality service and affordable prices so that this affects customer loyalty. This means that service quality and price affect customer loyalty at Go-Jek.

PT. Mandiri Sejahtera Makmur Jaya is a private company engaged in the field of logistics goods delivery services, namely companies that offer goods delivery services in large quantities such as containers by ship. PT. Mandiri Sejahtera Makmur Jaya has been operating since the end of 2015 and is located on Jalan K.L. Yos Sudarso LK 1A No. 7B, Medan, North Sumatra. Since its formation, PT. Mandiri Sejahtera Makmur Jaya is committed to providing the best service for its customers, and at this time the company is focusing on offering services in the domestic area in Indonesia.

From the monitoring that has been done, companies engaged in logistics are expected during seasons such as Chinese New Year, Eid al-Fitr, Christmas and New Year, where the number of orders will increase rapidly. And vice versa, if there is a month full of holidays and after a seasonal day has passed, the number of orders will also decrease/decrease. For example, during Eid al-Fitr, the market will be full of products for Eid celebrations such as syrup, dates and biscuits, so if we look at the role of the supply chain, producers will increase production of these goods and distribute as much as possible to shops before the end of the purchase period on Eid al-Fitr.

Figure 1.1  
Number of Orders for 2016-2021 PT. Mandiri Sejahtera Makmur Jaya



Prepared by Researchers (2022)

From this graph, we can see an annual chart of the number of orders from 2016 to 2021. The graph shows that sales of orders from 2018 to 2020 began to decline and in 2020 was the lowest with a difference of 520 orders from 2019. And in 2021 there is an increase of 817 in the number of orders which is the highest sales. In addition to the seasonal factor, the authors feel that the company's marketing approach is lacking with their customers, because most of these marketing companies maintain their relationship with customers online or by telephone, rarely having direct face-to-face contact with customers. Where if you deal directly face-to-face between customers with marketing you can increase closeness and can better understand these customers.

And one of the factors that affect service is the uncertainty of the ship's schedule. Where the schedule of ships departing and arriving can change at any time due to unpredictable weather and sometimes due to obstacles at the port or problems with machine damage at the port, so that the ship's schedule that should have been determined can change.

In this study, the authors will focus on service quality and price as independent variables, and how they affect customer loyalty as the dependent variable and customer satisfaction as the mediating variable. Henceforth, through the description above, the authors conclude to conduct research with the title "The Influence of Service Quality and Price on Customer Loyalty with Customer Satisfaction as a Mediation Variable at PT. Mandiri Sejahtera Makmur Jaya, Medan".

## 2. RESEARCH METHODOLOGY

### Structural Model (Inner Model)

There are many stages in evaluating the relationship between constructs. This can be shown by the path coefficient which describes the level of similarity between constructs or even the closeness of the relationship between constructs. The sign of the path coefficient must be in accordance with the predicted theory, the t (critical ration) test can be used to determine the significance of the path coefficient.

### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination is used to measure how far the model's ability to explain the variation of the dependent variable. The criteria used in assessing the coefficient of determination are 0.75; 0.50; 0.25 which respectively represents a model assessment that can explain well, moderate, and weak. Adjusted R<sup>2</sup> is used when examining exogenous variables that have different measurements or have an unequal number of observations (Hair et al, 2014).

### Significance Test (Bootstrapping)

The final results of testing the structural model and model significance were carried out using the bootstrap method (non-parametric method) because PLS does not assume that the data is normally distributed so that parametric significance tests cannot be carried out (Hair et al, 2014). The results of this significance test will be used as the basis for testing the research hypothesis. To see the magnitude of the influence and the relationship between latent variables in research can be seen through the Coefficient of Determination (R<sup>2</sup>).

### Hypothesis Test

In this study, hypothesis testing will be tested using the t-statistic value and probability value. Thus, if the t-statistic is greater than 1.96, then H<sub>a</sub> is accepted and H<sub>0</sub> is rejected. When using probability to reject/accept the hypothesis, H<sub>a</sub> is accepted if the p-value is less than 0.05. All specifications used during the evaluation of the hypothesis that have a direct or indirect effect through the t-table (one tail), which is 1.65 with a significance level of 0.05. The t-table value will be used as a cut-off point or limit value when compared with the t-statistic value contained in the Path Coefficient table to determine whether the proposed hypothesis is accepted or rejected.

## 3. RESULTS AND DISCUSSION

### RESULTS

#### Structural Model Analysis (Inner Model)

Inner model analysis is performed by estimating the path coefficients of the relationship between

constructs. The path coefficient value on the relationship between variables is a reference in making estimates. A positive value indicates a positive influence and vice versa a negative value indicates a negative influence. The greater the value of the path coefficient, the greater the influence between these variables.

### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination is used to see how much influence the exogenous variables have on the endogenous variables, the greater the value means the greater the effect. Because the number of indicators for each construct varies in number, the analysis of the coefficient of determination is carried out by looking at the value of the adjusted R-square. The adjusted R-square value was obtained by calculating the SmartPLS algorithm and can be seen in Table 1.1 below:

Table 1.1  
Coefficient of Determination

Variabel	R-Square	R-Square Adjusted
customer loyaltv (CL)	0.662	0.651
customer satisfaction (CS)	0.809	0.805

Source: Data processed from Research Results, 2022

Table 1.1 shows that the effect of the influence of Service Quality and Price together in forming Customer Loyalty is 66.2%. The remaining 33.8% is explained by other variables outside the study.

Table 1.1 also shows that the influence of Service Quality, Price and Customer Loyalty together in forming Customer Satisfaction is 80.9%. The remaining 19.1% is explained by other variables outside the study.

### Direct Influence Between Variables

Testing the hypothesis on SmartPLS analysis, also looking at the p-value, if the p-value <0.005, it can be said to be accepted.

Effect of Service Quality on Customer Loyalty: Path Coefficient = 0.174 and p-value = 0.080 > 0.05 means, X1 (Service Quality) has a positive effect on Y (Customer Loyalty) but not significant.

Effect of Price on Customer Loyalty: Path Coefficient = 0.569 and p-value = 0.000 <0.05 meaning, X2 (Price) to Y (Customer Loyalty) is positive and significant.

Effect of Service Quality on Customer Satisfaction: Path coefficient = 0.258 and p-value = 0.001 <0.05 meaning that the effect of X1 (Service Quality) on Z (Customer Satisfaction) is positive and significant.

Effect of Price on Customer Satisfaction: Path coefficient = 0.678 and p-value = 0.000 <0.05 means that the effect of X2 (Price) on Z (Customer Satisfaction) is positive and significant.

The Effect of Customer Satisfaction on Customer Loyalty: Path Coefficient = 0.107 and p-value = 0.250 > 0.05 means, Z (Customer Satisfaction) has a positive effect on Y (Customer Loyalty) but not significant.

Indirect Effect Between Variables: The results of data processing for indirect effects between variables using SmartPLS 4.0 can be described in.

### Indirect Influence Between Variables

The conclusion from the path coefficient (path coefficient), among others: Quality of Service through Customer Satisfaction has a significant effect on Customer Loyalty. Path coefficient = 0.028 and p-value = 0.476 > 0.05 means that Service Quality through Customer Satisfaction has a positive and insignificant effect on Customer Loyalty. Price through Customer Satisfaction has a significant effect on Customer Loyalty. Path coefficient = 0.072 and p-value = 0.456 > 0.05 means, Price through Customer Satisfaction has a positive and insignificant effect on Customer Loyalty.

## DISCUSSION

### Effect of Service Quality (X1) on Customer Loyalty (Y)

Based on the results of the respondents' answers, the variable Service Quality has a positive and significant effect on Customer Loyalty, so that service quality is a good predictor of customer loyalty. If the quality of service provided by the company is good, then customers will usually reorder these services/products and create customer loyalty, whereas if the quality of service provided is not good and results in customer disappointment, then customers will switch to services/products that can provide better quality.

The results of this study are in accordance with research conducted by (Asrul, 2021) (Suhardi Suhardi, A.

E,2020), (Faqih, et al, 2020), (Arie Pratania Putri, A. W, 2020), (David Clinton Hutagaol, R. E, 2019), (Rini Sugiarsih, 2019), (Herawati i, R. W, 2019), (Pangaila, et al, 2018), (Nasution, S. M, 2017), and (Bulan, T. P, 2016) which states that Service Quality has a positive and significant effect on Customer Loyalty. The results of this study are not in line with research conducted by (Maulidia Adinda Pramesti, U.C, 2021) and (Herliyanshah, R, 2018) which states that Service Quality has no significant effect on Customer Loyalty.

#### **Effect of Price (X2) on Customer Loyalty (Y)**

Based on the results of the respondents' answers, the price variable has a positive and significant effect on customer loyalty. Prices in the services studied have not provided conformity to customers where if the prices are appropriate then customer loyalty will be achieved. According to (Kotler and Armstrong, 2012) indicators of characterizing prices that are able to create customer loyalty are price compatibility with the benefits obtained. This happens where the customer decides to buy the service/product because the benefits consumed are commensurate with the price set by the company and vice versa if the customer feels the benefits obtained are smaller than the price paid, customer loyalty will not be created.

The results of this study are in accordance with research conducted by (Asrul, 2021), (Cherlin, P. G, 2021), (Suhardi, A. E, 2020), (Faqih, et al, 2020), (Arie Pratania Putri, A. W, 2020), (Herawati, R. W, 2019), (Rini Sugiarsih, 2019), (David Clinton Hutagaol, R. E, 2020), (Herliyanshah, R, 2018), (Pangaila, et al, 2018), (Nasution, S. M, 2017) and (Bulan, T. P, 2016) which shows that the price significant effect on Customer Loyalty. The results of this study are not in line with research conducted by (Maulidia Adinda Pramesti, U.C, 2021) which states that price has no positive effect on consumer loyalty.

#### **Effect of Service Quality (X1) on Customer Satisfaction (Z)**

Based on the results of the respondents' answers, the service quality variable has a positive and significant effect on customer satisfaction. The service quality variable contributes directly positively to customer satisfaction. This shows that the better the quality of service offered by the company, the customer satisfaction can increase. Service quality is an important factor in customer satisfaction. The attitude of providing good quality services is the company's obligation to achieve the company's vision and mission and make customers tend to feel satisfied.

The results of this study are in accordance with research conducted by (Kurniawan, et al, 2021), Maulidia (Adinda Pramesti, U. C, 2021), (Putri Nilam Kencana, K. K, 2020), (Herawati Herawati, R. W. 2019), (David Clinton Hutagaol, R. E. 2019), (Sianipar G. J. 2019), (Ariyanto, A. 2019), (Togatorop, J. 2018), (Kurnia, S. C. 2018), (Nasution, S. M. 2017), and (Zahra, A. 2017) which states that Service Quality influences positive and significant to Customer Satisfaction.

The results of this study are not in line with research conducted by (Hulud, S. 2022) which states that partially there is an insignificant effect between Service Quality on Customer Satisfaction.

#### **Effect of Price (X2) on Customer Satisfaction (Z)**

Based on the results of the respondents' answers, the price variable has a positive and significant effect on customer satisfaction. In general, customers prefer affordable prices, where these prices are expected to be able to compete with competitors. If the price offered by the company is in accordance with the benefits of the service/product desired by the customer, this can increase customer satisfaction and vice versa.

The results of this study are in accordance with research conducted by (Widyaningsih Putri Ariyanti, H. H. 2022), (Kurniawan, et al, 2021), (Putri Nilam Kencana, K. K, 2020), (Herawati Herawati, R. W. 2019), (David Clinton Hutagaol, R. E. 2019) , (Ariyanto, A. 2019), (Kurnia, S. C. 2018), and (Nasution, S. M. 2017) which states that price has a positive and significant effect on customer satisfaction.

The results of this study are not in line with research conducted by (Cherlin, P. G. 2021) which states that price has a positive but not significant effect on customer satisfaction and (Maulidia Adinda Pramesti, U. C. 2021) which states that price has no positive effect on consumer satisfaction.

#### **Effect of Customer Satisfaction (Z) on Customer Loyalty (Y)**

Based on the results of the respondents' answers, the variable customer satisfaction has a positive but not significant effect on customer loyalty. Loyal customers are not necessarily satisfied. The existence of relationships or other factors that influence customers so that they are not necessarily able to remain loyal to the company, for example, in the presence of business partners who have family relationships with customers, customers will certainly prefer family relationships to outsiders. This is in line with (Kotler's theory 2000), which states that one aspect of customer satisfaction is loyalty to the products consumed, where satisfied customers tend to be loyal, from the word tend not to mean that all satisfied customers are loyal customers.

The results of this study are in accordance with research conducted by (Cherlin, P. G. 2021) which states that customer satisfaction has a positive but not significant effect on customer loyalty and (Herawati Herawati, R. W. 2019) which states that satisfaction has no significant effect on customer loyalty. The results of this study are not in line with research conducted by (Maulidia Adinda Pramesti, U. C. 2021), (David Clinton Hutagaol, R. E. 2019), and (Togatorop, J. 2018) which states that Customer Satisfaction has a positive and significant influence and certainly has a relationship strong towards Customer Loyalty.

#### **Effect of Service Quality (X1) through Customer Satisfaction (Z) has a significant effect on Customer Loyalty (Y)**

Based on the results of the respondents' answers, the service quality variable through customer satisfaction has a positive but not significant effect on customer loyalty. Customers feel satisfied if they get the quality of service that is as expected and feel loyal to buy back the services/products offered by the company. Improving the quality of service needs to be done by companies because it can make customers feel satisfied with what they want and can influence customers to make repeat orders and create customer loyalty.

The results of this study are in accordance with research conducted by (Maulidia Adinda Pramesti, U.C. 2021) which states that Consumer Satisfaction does not mediate the effect of Product Quality on Consumer Loyalty. The results of this study are inconsistent with research conducted by (David Clinton Hutagaol, R. E. 2019), (Hidayat, D. 2019), and (Nasution, S. M. 2017) which states that Service Quality has a positive and significant effect on Customer Loyalty through Customer Satisfaction.

#### **Effect of Price (X2) through Customer Satisfaction (Z) has a significant effect on Customer Loyalty (Y)**

Based on the results of the respondents' answers, the price variable through customer satisfaction has a positive but not significant effect on customer loyalty. Prices that are in accordance with customer wishes will create customer satisfaction. The price discussion is that the price offered by the company to customers is not yet affordable. Customers usually make purchases by looking at the price. Customers tend to assume that relatively low prices are associated with low product/service quality and conversely, relatively high prices are associated with higher product/service quality. If the price does not affect customer satisfaction and customer loyalty, the price given by the company is not in accordance with what the customer wants.

The results of this study are in accordance with research conducted by (Cherlin, P. G. 2021) which states that Price through Customer Satisfaction has a positive but not significant effect on Customer Loyalty and (Maulidia Adinda Pramesti, U. C. 2021) which states that Consumer Satisfaction does not mediate the effect of Price on Consumer Loyalty. The results of this study are inconsistent with research conducted by (David Clinton Hutagaol, R. E. 2019) and (Nasution, S. M. 2017) which states that price has a positive and significant effect on customer loyalty through customer satisfaction.

## **4. CONCLUSIONS**

Based on the results of the research and discussion that has been carried out, there are several conclusions from the results of the analysis as follows: Service Quality affects Customer Loyalty. Prices affect Customer Loyalty. Service Quality influences Customer Satisfaction. Prices affect Customer Satisfaction. Customer Satisfaction has no effect on Customer Loyalty. Service Quality through Customer Satisfaction has no effect on Customer Loyalty. Price through Customer Satisfaction has no effect on Customer Loyalty.

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