



The influence of customer satisfaction and service quality on customer loyalty at moh yamin's wedangan

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ABSTRACT

The development of the times, many businesses have developed in the food business sector such as restaurants and similar types of businesses. Consumers increasingly understand and understand not service or product quality but also cleanliness that they will consume. The purpose of this study was to determine the effect of customer satisfaction and service quality on customer loyalty at Wedangan Moh Yamin. This research includes quantitative research with 100 respondents. The sampling technique in this study uses non-probability sampling with the purposive side method. The data collection technique used a questionnaire that was distributed via google form. To analyze the data that has been collected, researchers use the help of SPSS 25.0 software to analyze respondent characteristics and SMARTPLS 3.0 to analyze data. According to the findings of this study, client satisfaction has a good influence on service quality and a positive influence on customer loyalty. Companies can build strong relationships with customers and increase loyalty by focusing on good service and customer satisfaction, which can contribute to business growth. Advice for entrepreneurs is to pay attention to service quality so that customers are satisfied and loyal to the products offered.

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INTRODUCTION

The development of the times, many businesses have developed in the food business sector such as restaurants and similar types of businesses. Consumers increasingly understand and understand not service or product quality but also cleanliness that they will consume. So consumers prefer clean places and food without forgetting the taste of the food itself. According to Indrawati (2018) in this age of increased competition, every firm recognizes the importance of customer loyalty features to maintain the continuity of their business. A satisfied consumer becomes an extremely valuable asset to the organization. Once customer loyalty is developed, the company's actions to realize customer value and satisfaction must be continued, because customer loyalty is something that can be sustained.

Quality refers to the notion of meeting certain standards or requirements, quality also has the meaning of an effort to make continuous improvements and improvements to meet consumer needs so as to satisfy consumers. to make continuous improvements and improvements to meet consumer needs so as to satisfy consumers (Pertiwi & Ayu, 2021). It should be noted that quality is a form of fierce competition. This forces entrepreneurs to always improve quality so as not to sink in the business world. Entrepreneurs must quickly improve their products so that they are not rivaled by other entrepreneurs (Wijoyo Hadion et al., 2014).

Service quality is a variable that explains the gap between reality and the services that customers expect (Parasuraman et al., 1998). Meanwhile, Tjiptono (2012) defines "service quality as an effort to meet consumer needs and desires, as well as delivery accuracy in meeting consumer expectations. Service is a type of producer behavior used to meet the needs and desires of customers in order to gain their loyalty". The importance from satisfaction of customer is vital to the success of a business. Customer satisfaction creates a good relationship between the someone to buying or can called "consumer" and the company, which in turn can have a positive impact on the growth and reputation of the business.

Service quality is critical to a company's performance and longevity, particularly the ability to boost customer happiness. consumers that are satisfied are more likely to return, make repeat purchases, and become loyal consumers. They are also more inclined to tell others about the product or service. Consistently high service quality builds the company's reputation. A good reputation may both recruit and keep clients. Poor service, on the other hand, can harm a company's reputation and have long-term consequences. In a competitive business climate, service quality can be a significant component in distinguishing one company from another. Superior service providers can gain a major competitive advantage. Customer retention rates can be increased by providing high-quality service.

Customers that feel properly serviced are more likely to remain loyal, have lower customer loss rates, and earn more consistent revenue. While improving service quality may necessitate an initial investment, concentrating on service quality can help decrease long-term costs. Customers who are satisfied demand fewer time and resources to manage complaints or problems, which reduces operational expenses. Consistent service quality can boost client trust in the company. Trust and credibility are critical components in developing long-term partnerships between businesses and their customers. A high level of service quality can enhance word of mouth (Word of Mouth Conversation): Customers who are pleased with their purchase are more likely to recommend it to others. This can lead to a favorable word-of-mouth effect in which consumers suggest firms to their friends, family, and coworkers. Employees who work in a workplace that prioritizes service quality are more engaged and perform better. Improved staff performance can improve operational efficiency and satisfaction of customer

loyalty of consumer is the tendency of people to choose and remain loyal to a specific brand or company over time. It extends beyond mere recurring purchases to include a stronger emotional or psychological bond between the consumer and the brand. Even in the presence of competitive alternatives, loyal clients are more likely to continue purchasing items or services from the same company. This variable is an objective variable that is considered important to research, in order to provide predictions about customer loyalty behavior which is positioned as a dependent variable that is influenced by service quality and customer satisfaction (Dakhi et al., 2021). The association between service and product quality characteristics and consumer loyalty is regarded to be favorable. According to the literature review, the higher the service and product quality, the stronger the consumer loyalty. "If a person is a loyal customer, he or she will exhibit purchasing behavior defined as non-casual purchases that are inevitably represented by multiple decision-making entities" stated by Sholikhah & Hadita (2023).

According Khadka and Mahrjan (2017) stated that The company's growth generates fierce competition. Various methods are used to attract and retain customers. Good service quality is one

of the techniques employed by businesses to win the competition. "Consumers are interested in purchasing a product or service due of the high level of service" (Djunaedi & Muh. Akil Rahman, 2023). Customer satisfaction plays an important role in creating customer loyalty and is a key success factor to survive in a competitive market (Sari & Setyawan, 2022). Satisfaction is a post-activity measuring metric that examines customer satisfaction with previous purchases and shopping experiences. client satisfaction with a distribution service influences the decision of a client to continue using that channel, hence measuring it is crucial. According Customer satisfaction refers how good the company's products, services, and experiences to get are or exceed the wants of its customers. It is a critical indicator of a company's overall health and success. A satisfied customer believes the value of a product or service matches or exceeds their expectations. Client satisfaction, customer retention, and product repurchase are all critical components.

In practice at Wedangan Moh Yamin itself there are problems with several facilities such as electric fans, not too many tables, but this can be overcome by serving consumers without forcing self-service and memorizing the names of customers who come, so that they get a memorable impression. by customers. It is these conditions that make this topic interesting to discuss and study further regarding loyalty to Moh Yamin Customer service in Surakarta. In this study, we examine the effects of service quality and consumer satisfaction on consumer loyalty. This is based on study conducted at Ayda Restaurant on the impact of service quality on customer loyalty. It is intended that this research will boost customer loyalty to Wedangan Moh Yamin.

According Jahanshahi et al. (2009) statet that "Without dismissing the FnB (food and beverage) concept, they also use high-quality food and beverages in comparison to traditional beverages in general, because product quality is defined as suitability for use or the extent to which a product successfully meets the needs of the consumer Product quality variables are important to investigate because they can influence customer loyalty through customer trust and loyalty" (Abdullah & Rozario, 2009); (Jahanshahi et al., 2009).

Based on this context ther are has an expected benefit is it highlights the acknowledgment within the business community of the critical role customer loyalty plays in maintaining and sustaining a business, particularly in the face of heightened competition. This recognition establishes the significance of the study's focus on customer loyalty. So the objectives is "to examine the impact of service quality on customer satisfaction, the impact of customer satisfaction on customer loyalty, and the impact of service quality on customer loyalty".

RESEARCH METHOD

The conclusion from the provided information is that the research conducted is quantitative. The population under study consists of customers of Wedangan Moh Yamin in Surakarta. It is characterized as an unlimited population, meaning the total number of people in Surakarta and its surroundings is not precisely known.

This research with population unknown, so the resercher used Rao Purba formula in (Ghassani et al., 2022) used for determine the sample size for the study. This indicates a methodical approach to ensure that the sample selected is representative and appropriate for drawing conclusions about the broader population. So in determining the sample size for this study, the Rao Purba formula (Ghassani et al., 2022) was used as follows:

$$n = \frac{z^2}{4(Moe)^2} \quad (1)$$

$$n = \frac{1.96^2}{4(0.1)^2} \quad (2)$$

$$n = 94.04 \quad (3)$$

The sample size for this study is 94.04 but researchers using between 95 until 100 respondents. Cause this study not all samples have the same chanc so sampling technique used is nonprobability sampling, the method used is purposive sampling, where the researcher has criteria for the sample to be studied. The sample criteria in this study are respondents are people from all over Soloraya, respondents had visited Wedangan Moh Yamin at least 2 times, respondents are at least 17 years old.

Table 1. Variable Measurement Table

Variable Definition	Indicator	Statement
Service Quality	Tangibles	Facilities, Cleanliness, Physical buildings, employee appearance
	Reliability	Waiter ability, waiter readiness, accuracy, quality of taste
	Responsiveness	Responsive waiter, fast waiter
	Assurance	Waiter attitude
	Empathy	Servant initiative, servant regardless of social status
Customer Satisfaction	Feel happy with the purchase	Feel happy with the purchase
	Always make purchases	Always make purchases
	The right shopping choice	The right shopping choice
Customer Loyalty	Recommend	Recommend
	Make repeat purchases	Make repeat purchases
	Buy across product or service lines	Buy across product or service lines
	Referring to other people	Referring to other people
	Demonstrates immunity from the attraction of similar products from competitors	Demonstrates immunity from the attraction of similar products from competitors

The questionnaire used for collecting data with Likert scale model 1-4 which is distributed via *Google Form* to be able to cover all customers in Wedangan Moh Yamin. After the data is collected, it will be processed using SmartPLS software.



Figure 1. Research Framework

Hypothesis Development

Service quality has a positive effect on customer satisfaction

Customers will be satisfied if they receive good service or if their expectations are met. This service quality will have an impact on the consumer experience, whether or not what is given by a product or service provider satisfies expectations. According to (Setyawati, 2023) this study demonstrates that the variable of service quality has a positive coefficient regression direction with customer happiness. The study's findings indicate that service quality has an impact on customer satisfaction. The findings of this study are consistent with prior research by (Desla & Aswan, 2023); (Riyani et al., 2021) which found that “a substantial relationship between service quality and customer happiness”. In addition, Maknulah (2021) also state that service quality has a unidirectional influence that is equally large on satisfaction of customer.

Customer satisfaction has a positive effect on customer loyalty

According to (Wijayanti (2008), customer happiness might improve the consumer's purchase intensity. Increasing customer happiness will stimulate the building of loyalty in the thoughts of satisfied customers. Customer loyalty is defined as the strength of the relationship that exists between a person's attitude and repeat business. According to Darsono and Wellyan (2007), contentment has a positive relationship with loyalty, although increasing satisfaction does not necessarily result in increased loyalty to the same degree. Customer satisfaction is vital for businesses because satisfied clients will eventually become loyal customers and will promote what the company does. consumers who are satisfied will eventually become loyal consumers and will be able to share their feelings with other potential customers. If the organization can provide maximum customer satisfaction, it will be able to build loyal customers. develop devoted consumers (Rofiah and Wahyuni, 2017).

Service quality has a positive effect on customer loyalty.

According Rofiah and Wahyuni (2017) to the research findings "customer satisfaction can be built from good service quality, customer satisfaction can be built from good service quality, customer satisfaction can be built from good service quality". Client satisfaction, as well as good service quality, can help to establish client loyalty. The findings of this study contradict the findings of Rahmadiane et al. (2022) who claim that "service quality has no effect on customer loyalty". However, the findings of this study are corroborated by (Hilmawan & Suryani, n.d.)research, which claims that "service quality has a positive effect on customer loyalty".

RESULTS AND DISCUSSIONS

Description of respondent characteristics

After collecting the data, the next step is to describe the characteristics of the respondents and analyze the data. The data collected in this study amounted to 100 respondents with a description of the characteristics as follows:

Tabel 2. Description of respondent characteristics

Respondent Characteristics	Frequency	Presecent	
Gender	Woman	64	64.0
	Man	36	36.0
Domicile	Boyolali	2	2.0
	Karanganyar	12	12.0
	Klaten	10	10.0
	Sragen	7	7.0
	Sukoharjo	30	30.0
	Surakarta	36	36.0
Age	Wonogiri	3	3.0
	17-20	3	3.0
	21-25	81	81.0
	26-30	16	16.0
Income	< 1.000.000	12	12.0
	> 3.500.000	14	14.0
	1.000.001-2.500.000	37	37.0
	2.500.001-3.500.000	37	37.0
Occupation	Freelance	18	18.0
	Jobseeker	2	2.0
	Indomart Cashier	1	1.0
	Student	37	37.0

	Missionary	1	1.0
	Private Employee	13	13.0
	Civil Servant	4	4.0
	Self-employed	24	24.0
Frequency	2 times	39	39.0
Purchase	3 times or more	61	61.0

Source: Processed data (2023)

Characteristics of respondents in the gender category are mostly women with a percentage of 64% while men are only 34%. The most age characteristics are 21-25 years old with a presentation of 81%. The characteristics of the most domicile are Surakarta and followed by Sukoharjo with a presentation of 365 and 30% respectively. The characteristics of respondents with the most income are 1,000,001-2,500,00 and 2,500,001-3,500,000 with the same presentation of 37%. The characteristics of respondents with the most jobs are Student with a presentation of 37%. The characteristics of respondents with the most frequency of purchase are 3 times or more with a percentage of 61%.

Outer model

Tabel 3. Validity Test

Variable	Statement Items	Outer Loading (OL)
Service quality	SQ 1	0.767
	SQ 2	0.721
	SQ 3	0.756
	SQ 4	0.719
	SQ 5	0.754
	SQ 6	0.730
	SQ 7	0.759
	SQ 8	0.719
	SQ 9	0.700
	SQ 10	0.725
	SQ 11	0.735
	SQ 12	0.746
Customer Satisfaction	SC 1	0.788
	SC 2	0.835
	SC 3	0.705
	SC 4	0.773
Loyalty	L 1	0.819
	L 2	0.843
	L 3	0.906

Source: Processed data (2023)

The following is the conclusion drawn from the information provided, the value of the outer loading value is > 0.5 so that each statement item is declared valid (Ghozali, 2016).

Tabel 4. Reliability Test

Variables	Cronbach's Alpha	Composite Reliability	AVE	Information
CL	0.820	0.892	0.734	Reliable
CS	0.780	0.858	0.603	Reliable
SQ	0.923	0.934	0.542	Reliable

Source: Processed data (2023)

The following is the conclusion drawn from the information provided, the Cronbach's alpha, composite reliability and AVE produces a value of > 0.7 so that each variable is declared reliable.

Tabel 5. Multicollinearity Test

Variables	CL	CS
CL		
CS	1,460	
SQ	1,460	1,000

Source: Processed data (2023)

The following is the conclusion drawn from the information provided, the VIF value is <10 so that each statement variable is declared free from multicollinearity.

Inner Model

Table 6. R-Square

	R Square	R Square Adjusted
CL	0.335	0.321
CS	0.315	0.308

Source: Processed data (2023)

The following is the conclusion drawn from the information provided that customer Loyalty Variable: The R square value of the Customer Loyalty variable is 0.335. This suggests that 33.5% of the difference in customer loyalty can be attributed to customer happiness and service quality. Other variables not investigated in this study account for the remaining 66.5% of the variance in Customer Loyalty. Variable for Customer Satisfaction: The R square value of the Customer Satisfaction variable is 0.315. This suggests that service quality is responsible for 31.5% of the variation in Customer Satisfaction. The remaining 68.5% of the variance in Customer Satisfaction is accounted for by other variables not studied in this study.

Hypothesis test

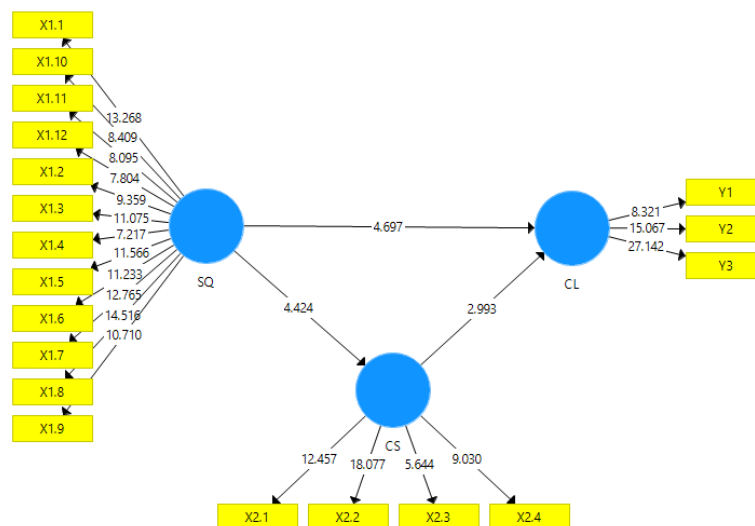


Figure 1. Inner Model

Table 7. Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Note
CS -> CL	0.280	0.276	0.094	2,993	0.003	Significant
SQ -> CL	0.373	0.379	0.079	4,697	0,000	Significant
SQ -> CS	0.561	0.566	0.127	4,424	0,000	significant

Discussion

The Influence of Service Quality on Customer Satisfaction

This study found that Service Quality has a positive and significant impact on Customer Satisfaction. The findings, substantiated by a calculated P-value of 0.000 (less than the standard significance level of 0.05), demonstrate that Service Quality has a positive and significant effect on Customer Satisfaction. As a result, the notion that there is a link between Service Quality and Customer Satisfaction is accepted. Finally, the study found that higher levels of Service Quality are linked to higher levels of Customer Satisfaction.

Service quality is defined as a company's ability to meet or exceed its customers' expectations in all aspects of their interactions with the company. Customer satisfaction, on the other hand, is the level of pleasure or satisfaction that a consumer feels after interacting with a company's products or services. Finally, customer pleasure is intimately tied to service quality. Companies that focus on improving service quality have more satisfied and loyal customers, which can aid in the growth and success of their business. Customer happiness is critical to the success of any organization. Customer satisfaction fosters a favorable relationship between the customer and the firm, which can have a positive impact on the company's growth and reputation.

This study reveals, according to Setyawati (2023) that "the variable of service quality has a positive coefficient regression direction with customer pleasure". According to the study's findings, "service quality has an impact on customer satisfaction, this study's findings are similar with previous" research by (Desla & Aswan, 2023) which discovered a significant association between service quality and customer contentment. Moreover, Maknunah (2021); (Syafudin & Suriyok, 2022) show that "service quality has a significant unidirectional influence on customer satisfaction". A corporation should improve their service so that its customers are satisfied with their brand (Setyawan & Kussudiyarsana, 2015)

The Influence of Customer Satisfaction on Loyalty

The analysis of this study leads to the conclusion that Service Quality has a positive and significant impact on Loyalty. The results, which are supported by a calculated P-value of 0.000 (less than the conventional significance level of 0.05), show that Customer Satisfaction has a positive and significant effect on Loyalty. As a result, the hypothesis that suggests a link between Customer Satisfaction and Loyalty is accepted.

Customer satisfaction has a significant influence on customer loyalty. Customers who are pleased with their interactions with a brand, product, or service are more likely to become loyal and committed customers. It is critical to remember that increasing customer satisfaction is a continuous process. Companies must constantly monitor customer feedback, adapt to changing preferences and needs, and take steps to improve product, service, and overall experience quality. Customer satisfaction is vital for businesses because satisfied clients will eventually become loyal customers and will promote what the company does. Consumers who are satisfied will eventually become loyal consumers and will be able to share their feelings with other potential customers. Customers' feelings are sent to other potential customers. If a corporation can provide maximum customer satisfaction, it will be able to build loyal customers generate devoted clients (Rofiah and Wahyuni, 2017). Yum & Yoo (2023) state that "that higher Service Quality and increased Customer Satisfaction positively contribute to customer loyalty"

The Influence of Service Quality on Loyalty

According to the findings of this study, Service Quality has a positive and significant impact on Loyalty. Customer Satisfaction has a positive and significant effect on Loyalty, according to the findings, which are supported by a calculated P-value of 0.000 (which is less than the conventional significance level of 0.05). As a result, the hypothesis positing a link between Customer Satisfaction and Loyalty is accepted.

loyalty of customer is heavily influenced by service quality. Customers who receive excellent service are more likely to become devoted and loyal customers. Companies can build strong and long-lasting customer relationships by focusing on high-quality service and customer satisfaction. Ultimately, this will aid in the retention of existing customers, the reduction of churn rates, and the increase of overall customer loyalty.

This study's conclusions contradict those of of Rahmadiane et al. (2022), who contend that "there is no effect between service quality and customer loyalty". This study's findings, however, are supported by Hilmawan & Suryani (n.d.); Zebrga & Zaveri (2020); Gontur et al. (2022); (Rahman Rahim et al., 2022) research, which asserts that "service quality to customer loyalty there is has positive effect. Finally, the study found that greater Service Quality and increased Customer Satisfaction have a favorable influence on customer loyalty".

CONCLUSION

Customer satisfaction on service quality and customer satisfaction on customer loyalty, all of that has a positive influence. The implication and contributions is Wdangan Moh Yamin or other companies can build strong relationships with customers and increase loyalty by focusing on good service and customer satisfaction, which can contribute to business growth. And Moh Yamin or other companies can pay attention to quality of service that its can be satisfied and loyal to the products offered by customers. This study as always have limitations that is the fact that it only focuses on three variables, that data was collected online using Google Forms, and that the researcher was unable to control emotions while filling out the questionnaire. The researcher has several suggestions for future researchers and for entrepreneurs. For future researchers, it is recommended to add variables to be studied so that the influence on the dependent variable is greater than the one being studied, add data collection methods using observation and interviews so that they can describe the research object in more detail, and increase the number of samples studied so that the characteristics of the respondents are more diverse.

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