



The Role of Customer Satisfaction in Mediating the Relationship Between Service Quality and Price on Customer Loyalty

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ABSTRACT

The purposes of this research are to determine and analyze the role of service quality and price on customer loyalty with customer satisfaction as the intervening variable. The location of this research is in Binjai Hypermart. The population are all hypermart customer with accidental sampling technique with 122 people as sample. The research analysis uses path analysis. The results of sub 1 analysis prove that service quality and price have a positive and significant effect on customer satisfaction. The results of sub 2 analysis prove that service quality and price have a positive and significant effect on customer loyalty through customer satisfaction.

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1. Introduction

Economic growth in Indonesia which is growing rapidly has caused changes in various sectors, including industry and production as well as retail trade activities in Indonesia [1]. This change occurs because retail trade wants to always meet the needs and desires of customers. So many shopping centers appear in various forms. Examples of retail shopping centers include hypermarkets, supermarkets and minimarkets [2].

One of the company's efforts to survive is by increasing sales volume. This indication can be seen from the economy of a country, where the modern market has a major contribution in it [3]. The impact of this is on high job opportunities in reducing the unemployment rate [4]. So, the existence of modern markets such as shopping centers is very important both for the Nation, companies and customers. Thus, all parties have different roles and have different needs from the modern markets which are existence.

Customers are company assets that must be managed well to make sure they do not find to the other competitors' products or services. Every company will keep trying to to increase the number of its customer. It must be done to make sure the company can run well for long term. Understanding the demands of customers through the innovation of product and service needs to be carried out by the company [5]. All those efforts are executed to increase the company's market share more than the competitor's. Customer loyalty means the loyalty of a customer to a particular object. The object can be a brand, product, or service. Thus, customer loyalty is a very important variable because customer loyalty positively affects company profits through the effect of reducing costs and increasing revenue

per customer [6].

Customer loyalty to a company or organization really needs to be maintained and upgraded [7]. It means that customer satisfaction is the beginning of customer loyalty to a company or organization. The success of a business's marketing strategy can be achieved when customer satisfaction has been met [8]. Customer loyalty will be very meaningful for the company. Where loyal customers will continue to choose the company's products or services. So that customer loyalty makes the company more competitive to face the existing competition. Customer loyalty can be seen from their willingness to recommend the company's products or services to others even without getting a reward from the company. It makes the company has the advantage of saving promotion costs that must be issued every month or year.

Customer satisfaction is an element forming customer loyalty [9]. Customer satisfaction must be measured with the aim to get feedback in improving the company's products or services [10]. It must be noted that customer satisfaction is dynamic, it changes from time to time. In addition, every day customers get a lot of various stimuli in the form of hundreds of product and service advertisements [11]. The advertisement of the product or service will also affect customer preferences in deciding which product to buy. However, customers who have high loyalty will not easily switch to other products or services [12]. In addition, in creating customer satisfaction and loyalty, it is necessary to have quality service from the seller and the right price. It becomes very necessary to know customer satisfaction and loyalty to the product, so the management can determine the best marketing strategy used in the future.

Service quality has a major impact on customer satisfaction [13]. Service quality is a reflection of a company Good and bad companies will be reflected in the services received by customers [14]. There are dimensions of service quality which include physical evidence, responsiveness, reliability, assurance and empathy [15]. Companies can communicate the dimensions that exist in providing satisfaction to customers. The company's ability to provide the best for customers also requires commitment from all parties involved in it. In addition, companies must provide rewards to employees who are able to provide solutions to problems faced by customers.

Price has an important meaning for companies in facing the level of pressure in business competition [16]. The price listed on the product or service that has been set by the company must have been calculated carefully. The price is the final price after measuring the cost and profit will be obtained by the company [17]. In increasing satisfaction to its customer, the company provides discounted packages. This goal is carried out as proof that the company has a sense of empathy for its loyal customer. So that customers judge that loyalty not only provides benefits in customer value but also financially also has an impact on the expenses that customers have to sacrifice in getting the desired product or service.

Hypermart has many branches in Indonesia, including department stores that sell food products such as beverages and food. Hypermart also has a supermarket that sells daily necessities. However, in this case it is important to increase sales by getting customer loyalty make them do repurchases. The satisfaction factor is one of the main keys in maintaining customer loyalty. This is supported by research conducted by [18] which states that the price and service quality factors support the occurrence of customer loyalty in the long term. This study aims to determine and analyze the relationship between service quality and price variables on customer loyalty through hypermart customer satisfaction in Binjai City.

2. Literature Review and Submission of Hypotheses

2.1 Customer Loyalty

Loyalty is the attitude and behavior of customers that arise in sincerely to keep using a product with the same brand in the long term. Loyalty refers to behavior in making decisions to buy goods or services continuously and this certainly provides benefits for the company [19]. Customer loyalty definitely will not happen if the customer does not make a purchase first and they feel satisfied and comfortable with the product or service then customers will make repeat purchases of a product or service [20]. The existence of customer loyalty to a product will provide many benefits to the

company. The benefits that will be obtained by the company of having loyal customer include reduced promotional costs, reduced costs for transactions, reduced customer turnover, increased market share and reduced failure [19].

2.2 Customer Satisfaction

Everyone is a customer. We often hear this slogan, especially in marketing [8]. Customer satisfaction is a feeling of customers towards a product based on the expected performance of the product that has been purchased [19]. Customer satisfaction is the company's goal in establishing a company or business [14]. One of the benefits obtained by companies for providing satisfaction to their customer is the willingness of customers to recommend the products or services to their colleagues or family [21]. Customer satisfaction will be different from one another. This is based on the value of customer expectations of the performance of a product or service. If the performance of the product or service is not able to meet the value of customer expectations, there will be a sense of dissatisfaction [8]. To know the satisfaction of a customer well, it must be measured whether the performance of the product or service is able to meet the value of these expectations or not. The way of measuring the satisfaction of a customer, can be executed through a system of complaints and suggestions, ghost buyers, customer loss analysis and customer satisfaction surveys [21].

2.3 Service Quality

Service quality is an advantage that companies expect to meet customer desires [21]. The quality of service not only has an important meaning to the company but also to the customers of service users [22]. There are five dominant factors of service quality, they are good communication, caring for customers, always dealing with customer complaints quickly, providing services as promised, reliable and accurate, and finally being able to create confidence and trust in customers [23]. Furthermore, there are factors that influence a service, namely expected service and perceived service. If the service received by customers is appropriate and can even meet what is expected, the service is said to be good or positive [15]. It means, every company will certainly try to provide services in accordance with the value of the expectations of customers. When this goal is achieved, the complaints about the inconvenience of this service are getting smaller or even not exist.

2.4 Price

Price is the amount of money charged for an item or service to obtain product benefits [23]. Meanwhile explains that the price is a sum of money added for some goods and services [24]. Every customer will have various perceptions about the price of a product or service. High prices are often perceived with the best quality. However, the price will basically look different from one customer to another. For customers with good purchasing power, the high price is not a significant problem [13]. So, to put the right price for the company's target market is very important in increasing the company's market share.

Customers will look for products or services with good performance at prices that are affordable with their purchasing power so the customers are able to maximize the value of the benefits that exist in the product or service in fulfilling their needs and desires [23]. Of course, in this case the company must pay attention to how much or the total price of products and services in accordance with the purchasing power of customers [25]. The wrong setting for the highest price or the lowest price will have a fatal impact on sales volume. Furthermore, the price policy strategy is the decisions regarding the price set by management. The purpose of the price policy strategy by the company is to achieve maximum profit, to grab market share by setting lower price than competitors, launching market prices by giving special high prices to customers who want to buy at high prices [26].

2.5 The Effect of Service Quality on Customer Satisfaction

Good service quality is expected by all customers. Feeling served and empathized by employees in finding product and service information will greatly help customers to save time more quickly. So that customers will be greatly helped when fast service provides solutions to complaints from the previous product or service performance. For this reason, a good understanding is needed, especially

employees or salespeople who deal directly with costumers can understand what they/ costumers want. So, the risk of a complaint will be smaller. The results of previous studies stated that good service quality which is continuously improved will be able to increase the satisfaction of a costumer [27][28][29]. It can be stated that when service quality is improved it will increase customer satisfaction.

H1: Service quality affects customer satisfaction

2.6 Effect of Price on Costumer Satisfaction

The price of a product and service will reflect the quality offered by costumers. Each product or service has a different market segment from one another. When the company sets the price of a product or service, of course, it has determined the targeted market segment. The price in this market will be in accordance with the purchasing power of costumers. On the other hand, in increasing sales volume, the company provides discount programs to costumers. These goals are being managed to make sure the sales will continue to be stable from time to time. The results of previous research conducted by [30][31][32] stated that when the company increases the price discount, it will increase customer satisfaction. It can be stated that giving discounted prices will directly increase customer satisfaction.

H2: Price affects costumer satisfaction

2.7 The Effect of Service Quality on Costumer Loyalty

All companies will compete with their best to give satisfaction to their costumer. This is done to make sure the costumers do not go to competitors' products or services. Many efforts have been made by the company, one of them is to give a good impression through services that touch the heart. This service is carried out sincerely by company employees in helping to solve problems faced by costumers. Then the quality of service can also be provided through empathy from employees when costumers come and look for the products they want. This is expected to create an impression on costumers that the services that have been obtained foster a sense of loyalty to the company's products or services. However, good service quality is not always able to increase customer loyalty [33][34]. On the other hand, the performance of good service quality can increase customer loyalty [35][36]. It can be concluded that when the company is able to understand the services most needed by costumers, a sense of loyalty will arise then costumers will make repurchase decisions in the future.

H3: Service quality affects costumer loyalty

2.8 Effect of Price on Costumer Loyalty

Loyalty in costumers will make repurchase in the future. It is frequently happened that costumers take their friends to go shopping to certain stores or shopping centers to find the products they want. To get loyal costumer, the companies will make price competition. The company will try to provide a discount program either on certain purchases or even on certain purchases. It is to get hearts of costumers to the products or services they produced. The results of previous studies stated that giving the right price discount can increase customer loyalty [37][38][39].

H4: Price affects costumer loyalty

2.9 The Effect of Costumer Satisfaction on Costumer Loyalty

A costumer's satisfaction with the performance of a product or service from a company persuades costumers to use it in the future. There is a sense of confidence in costumers on products or services that forms costumer loyalty. Costumers who are satisfied with the product or service of a particular brand put it as the main choice in making repeat purchases. Costumers may not be very responsive to advertisements or promotions of other brands' products or services that offer tempting promises. Companies that are able to provide satisfaction to costumers, there is a great chance to have their products or services to be chosen in the future when costumers need them. The results of previous studies indicate that satisfaction has a positive and significant effect on customer loyalty

[40][41][42][43]. It can be stated that when customer satisfaction is increased, it will increase customer loyalty.

H5: Satisfaction affects customer loyalty

2.10 The Effect of Service Quality on Customer Loyalty through Customer Satisfaction

The company's strategy of customer loyalty continues to be carried out in increasing sales volume. Companies that have regular customer tend to have stable profitability capabilities. So that companies with loyal customers are still able to compete with competing companies. One of the efforts chosen by the company is to provide a sense of satisfaction with the performance of the company's products or services. The company will continue to improve through suggestions from customers. For the perfection of products and services the company always pays attention to the core of customer value. Service quality has various dimensions, it's just a matter of how the company is able to combine it in creating a sense of satisfaction for its customer. It takes a strong commitment from all parties in providing services to customers. So that the existing service meets the promises during the sales promotion. The results of previous studies stated that customer satisfaction has a role in mediating service quality on customer loyalty [44][45][46].

2.11 Effect of Price on Customer Loyalty through Customer Satisfaction

Intense competition forces every company to maintain its customer and try to find new customer. These efforts are continuously carried out so that the company can survive in the tight competition among its competitors. The thing that needs to be done is how to make loyal customer and new potential customer to be loyal to the company's products or services. With a sense of loyalty that exists in customers, it certainly makes the company safer in terms of profitability. Customer satisfaction is the first step for companies in creating loyal customer. Satisfaction will exist when the performance of the company's products or services can meet or better to be more than the expectations of customers. Not only services that continue to be improved in providing a sense of satisfaction, but price on products or services will also have an impact on customer satisfaction. So that the strategy in put the price and giving discounts must be carried out carefully to prevent any assumption the discount is because the bad quality of the company's products. The results of previous studies conducted by [47][48][49] which states that satisfaction has a role in mediating price on consumer loyalty.

3. Research Methods

The research method can be interpreted as a scientific way to obtain valid data to find, develop, and prove certain knowledge so that it can be used to understand, solve, and anticipate problems in the business field [50]. This study uses a quantitative and associative research to find the influence or relationship between one variable and another [51].

Population is a generalization area consist of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then draw conclusions [52]. Then the sample is part of the number and characteristics possessed by the population. So, the sample is part of the population to be studied and to be able to represent the research population [52]. The sampling technique used was accidental sampling with a total sample of 122 customers. Data collection in this research used a questionnaire with a Likert measurement scale. This Likert scale consists of 5 choices of answers which consist of (1: Strongly Disagree, 2: Disagree, 3: Agree, 4: Strongly Agree, 5: Strongly Agree). This questionnaire is compiled based on indicators of each research variable. Finally, the data analysis in this study used path analysis.

4. Result and Discussion

4.1 Path analysis (Equation sub 1) Coefficient of Determination

Table 1
Coefficient of determination equation 1

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	.607	.600	1,63482

Based on Table 1, it is known that the value of *Adjusted R Square* is 0.600. This value can be interpreted as price and quality of service simultaneously or simultaneously able to affect motivation by 6.0%, and the remaining of 4.0% is affected by other factors.

**Table 2
Simultaneous Test Results (F Test)**

Model Summary^b					
Model	Sum of Squares	df	Mean Square	F	Sig
1 Regression	490,349	2	245,174	91,735	0,000 ^b
Residual	318,045	119	2,673		
Total	808,393	121			

Based on Table 2, the Fcount value is 91.735 with a significant level of 0.008 which is smaller than the alpha of 0.05 (5%). Thus, simultaneously price (X1) and service quality (X2) have a significant effect on customer satisfaction (Z).

**Table 3
Test Result of the Significance Partial Effect (Sub 1)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,116	,913		3,411	.001
Harga (X1)	,323	,039	,532	8,217	.000
Kualitas pelayanan (X2)	,169	,027	,394	6,180	.000

Based on Table 3, here is the result of regression equation

$$Z = 0,532 X1 + 0,394 X2$$

4.2 Path analysis results (Sub 2) Coefficient of Determination Analysis

**Table 4
Coefficient of determination (Sub 2)**

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 ^a	.755	.749	1,32622

Based on Table 4, it is known that the Adjusted R Square value is 0.749. This value can be interpreted as price, service quality and customer satisfaction simultaneously or simultaneously able to influence purchasing decisions by 7.49%, and the remaining of 2.51% is influenced by other variables or factors.

Table 5
Simultaneous Test Results (F Test)

Model Summary ^b					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	640,030	3	213,343	121,297	0,000 ^b
Residual	207,544	118	1,759		
Total	847,574	121			

Based on Table 5, the Fcount value is 121,297 with a significant level of 0.000 which is smaller than the alpha of 0.05 (5%). Thus, simultaneously price (X1), service quality (X2) and customer satisfaction (Z) have a significant effect on customer loyalty (Y).

Table 6
Test Result of the Significance Partial Effect (sub 2)

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	1,847	,772			2,393	.000
Harga (X1)	.210	.035	.333		6,018	.000
Kualitas pelayanan (X2)	.094	.023	.218		4,048	.000
Kepuasan konsumen (Z)	,474	.057	,495		8,289	.000

Based on Table 6, here is the result of regression equation

$$Y = 0,333 X1 + 0,218 X2 + 0,495 Z$$

4.3 Discussion

Service quality in this research has positive and significant effect on customer satisfaction. When costumers get appropriate satisfaction in terms of service then there is positive impact on customer satisfaction. Vice versa, when costumers do not get the quality of service before purchasing then costumer confidence will be decrease. The implication of the findings in this study is that the competence to understand on costumers need is very important. Services can be performed through salesperson to the costumer. Starting from the customer look for the desired product until the customer finish making a purchase transaction. This is in line with research [53][48][54] the results that service quality has a significant effect on customer satisfaction.

In general, a product is chosen based on confidence, opinions and knowledge. These three factors are closely related to customer experience in choosing a product and this makes costumers have experience and knowledge so that they can provide values for the price offered and provide confidence to costumers which prices are appropriate for the benefits and which are not. So, in this case, price is influenced by the perception of costumers using the shopping experience and considering their needs in buying products. Costumers will choose a product with appropriate price to the expected

performance based on value and benefits. If the performance is effective, efficient and in line with expectations, it means that costumers will feel satisfied and will calculate the cost of producing the product. Thus, there is a positive relationship between price and customer satisfaction. In accordance with research conducted by [48][55][13] stated that price has a significant effect on customer satisfaction. When prices of product or service are discounted, it will increase customer satisfaction.

The results of data analysis state that service quality has a positive and significant effect on customer loyalty. The results of this study support research conducted by [48][56][22] which states that service quality has a positive and significant effect on customer loyalty. The quality of service has become a lot of discussion in many circles, including among costumers who are associated with their experiences when shopping. Various experts also give different meanings related to service quality but the content in it is the same. Customer satisfaction is defined as the fulfillment of customer expectations with product performance when using it and the customer expectations meet the specifics. It can be concluded that service quality is how far the difference between reality and customer expectations for the services obtained. If the service meets the expected service, then the quality of the service will be considered as positive or good. If the service is more than expectations, then the service quality is considered as ideal quality. There are two main factors, namely the customer's perception of the service they actually receive and the service they actually expect/desired.

The results showed that the price had a positive and significant effect on customer loyalty. This study is in line with the results of previous research conducted by [48][57][22] which stated that increasing the discount rate would be able to increase the loyalty of a customer. Customer loyalty is defined as a customer's commitment to continue to use the same product or service and buy between product lines with unchanging brands and willing to recommend to others [58]. Customer loyalty expresses customer behavior related to the company's products or services. In addition, prices have an important role in increasing customer loyalty, prices also cannot provide a commitment that low prices or lower prices can provide good quality products, if there are products with better quality but with higher prices can also create customer loyalty. Low loyalty due to higher prices, as a result of costumers complain and protest as the price is increased by the company. Customer satisfaction can exist if the company increases prices without reducing costs and cutting prices. Customer loyalty can be caused by low customer satisfaction. The effect of raising prices to the customer loyalty can be minimized by providing compensation prices to increase selling value and customer satisfaction [59].

The results of this study are in line with research conducted by [60][61][62] that satisfaction significantly affects loyalty. The increase of customer loyalty in using the product can be upgraded if customer satisfaction can be attained. To increase satisfaction, companies must add value that can make them get what they pay for or more than they expect, so that they can be the last and lead to repeat purchases, do recommendations and do more proportion of shopping. From the description above, it can be concluded that customer loyalty is the level of the customer's role in the services provided after comparing the performance or the results with their expectations. Customer satisfaction can be created if costumers are satisfied with the services they receive. This customer satisfaction is the basis for the realization of loyal or loyal costumers.

The results of data processing show that service quality has a positive and significant effect on customer loyalty through customer satisfaction. This is in line with research conducted by [48][63][64] which states that service quality has a role in mediating service quality on customer loyalty. Service quality is a concern for costumers by providing the best service to fulfil their needs with satisfaction, so that they are always be loyal costumers. The definition of good quality service contains three main points, namely the existence of caring attitude to the costumers, efforts to give the best serve, and always put customer satisfaction as the main orientation by keep following to certain service standards. This will make the customer as the loyal ones as the impact their satisfaction while buying the products offered. Customer satisfaction is the loyalty of costumers who feel satisfied and has the intention to recommend to other parties and make repeat purchases

The results of this research are in line with research [65][66][17] which states that price has a positive and significant effect on customer loyalty through customer satisfaction. Customer satisfaction or dissatisfaction is the customer's response to the appropriateness or inappropriateness between

their expectations and the actual performance of the product. Customer satisfaction or dissatisfaction is part of the customer experience of a product or service offered. Many factors can determine customer satisfaction and form customer loyalty. The price factor is one of the factors that can determine customer satisfaction and form customer loyalty, to rise the prices will affect customer considerations to make purchases of the products or services offered. In addition to the price factor, quality has a close relationship with customer satisfaction and loyalty.

5. Conclusion

Based on the results and discussions that have been described previously, the conclusions that can be drawn are as follows: Service quality has a positive and significant effect on customer satisfaction at Hypermart Binjai, Price has a positive and significant effect on customer satisfaction at Hypermart Binjai, Service quality has a positive and significant effect on customer loyalty at Hypermart Binjai, Price has a positive and significant effect on customer loyalty at Hypermart Binjai, Customer satisfaction has a positive and significant effect on customer loyalty at Hypermart Binjai, Service quality has a positive and significant effect on customer loyalty through customer satisfaction at Hypermart Binjai, Price has a positive and significant effect on customer loyalty through customer satisfaction at Hypermart Binjai

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