Research Paper                                                                    Open Access

# Building A Customer Loyalty Through Service Quality Mediated by Customer Satisfaction

## Rosa Lesmana[1], Asep Sutarman[2], Nardi Sunardi[3]

*[13]Pamulang University, [2]Muhammadiyah Prof. Dr. Hamka*

***ABSTRACT:*** The aims  of this research is  to determine the effect of service quality on customer loyalty mediated bycustomer satisfaction in tourism visited KepulauanSeribu, Jakarta. Research type is quantitative using SEM the factor analysis method, and the tools used SPSS and Amos 23. The object of analysis istourist who were visited KepulauanSeribu, Jakarta. The research design is single cross sectional, a sample size of 150 respondents.The results indicate an positive significant direct effect of service quality on customer satisfaction, customer satisfaction has significant  direct effect on customer loyalty, there is no positive and significant direct effect of service quality on customer loyalty. Customer satisfaction has full mediated between service quality and customer loyalty

*Key word: Service Quality; Customer Satisfaction; Customer Loyalty*

**Abstrak:** Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap loyalitas pelanggan yang dimediasi oleh kepuasan pelanggan pariwisata yang berkunjung ke Kepulauan Seribu Jakarta. Jenis penelitian adalah kuantitatif dengan metode analisis faktor SEM, dan alat bantu yang digunakan SPSS dan Amos 23. Objek analisis adalah wisatawan yang berkunjung ke Kepulauan Seribu, Jakarta. Desain penelitian adalah cross sectional dengan jumlah sampel 150 responden. Hasil penelitian menunjukkan kualitas layanan berpengaruh langsung positif dan signifikan terhadap kepuasan pelanggan, kepuasan pelanggan berpengaruh langsung signifikan terhadap loyalitas pelanggan, tidak ada pengaruh langsung positif dan signifikan kualitas layanan terhadap loyalitas pelanggan. Kepuasan pelanggan memediasi penuh antara kualitas layanan dan loyalitas pelanggan

**Kata kunci: Kualitas Pelayanan; Kepuasan pelanggan; Kesetiaan pelanggan**

## I.        INTRODUCTION

The tourism industry is an important sector in a country because the tourism industry is a source in earnings of foreign exchange, increasing economic growth, improved people's welfare, created employment opportunities, and unemployment overcome. The Thousand Islands is an administrative area of DKI Jakarta which consists of about 110 islands. The island is divided into islands which are inhabited and visited by tourists and islands that are not inhabited but visited by tourists. Populated islands visited by tourists include Pramuka Island, Tidung Island, UntungJawa Island, Harapan Island, Kelapa Island, Pari / Lancang Island. The islands that are used for resorts are Ayer Island, Bidadari Island, Kotok Tengah Island, Sepa Island, Putri Island, Macan Island, Pantara Island. The islands used for nature reserves that are used for conservation are Onrust Island, Rambut Island and Kelor Island (Miswan & Sukaesih, Juni 2019).

The Thousand Islands have great potential in developing various kinds of industries, including mining, fishery and most importantly the tourism sector. Along with the development of the Thousand Islands in the tourism sector, more and more tourists are getting to know and visit the Thousand. (Fauziah, 2015).
The following is data of the thousand island visiting number both domestic and foreign tourists from 2013 - 2019.

**Table 1:  Thousand Islands Tourist Visits Data in 2013 - 2019**

| Year | Domestic Visitors | Foreign Visitors |
|------|-------------------|------------------|
| 2013 | 1.138.900 | 16.384 |
| 2014 | 1.773.026 | 12.254. |

| 2015 | 853.213 | 10.996 |
|------|---------|--------|
| 2016 | 810.027 | 24.517 |
| 2017 | 850.240 | 28.731 |
| 2018 | 438.911 | 13.523 |
| 2019 | 800.390 | 12.254 |

Source: kumparan.com

The above data shows the fluctuated the number of tourist visits to the Thousand Islands from 2013 to 2019. There was an increasing of 55.7% in 2014, but decreased by 51.8% 2015. And decreased of 5% in 2016, But there was an increasing of 4.9% in 2017. But in 2018 decreased by 48%. 2019 there was an increase by 82%.These conditions show the lack of satisfaction and loyalty of the tourist visitors.

(Surahman & Yasa, 2020)found shows that service quality has negative effect on customer satisfaction, service quality has negative effect on customer loyalty, and customer satisfaction has full mediated between service quality on customer loyalty.

Another research by(Priyanto, Hermawan, & Nurhalimah, 2018)found the different result that service quality has significant effect on customer satisfaction, customer satisfaction has positive significant effect on customer loyalty, but service quality has no significant effect on customer loyalty.

(Mustikowati & Sarwoko, Juni 2011)research result indicate the significant direct effect of service quality on customer satisfaction, and a significant direct effect of the customer satisfaction on customer loyalty.

Another research result by (Rahayu & Wati, 2018)stated that there is a significant effect of service quality on customer loyalty.

Based on the above research gap, the writer interested to do some investigation on the above issue as titled **"*Building A Customer Loyalty Through Service Quality Mediated by Customer Satisfaction*".**

### Research Purpose

1. To determine the effect of service quality (SQ) on Customer Satisfaction (CS) in tourists of the Thousand Islands, Jakarta
2. To determine the effect of Customer Satisfaction (SC) on Customer Loyalty (CL) in tourists of the Thousand Islands, Jakarta
3. To determine the direct effect of service quality (SQ) on Customer Loyalty (CL) in tourists of the Thousand Islands, Jakarta
4. To determine the effect of Service quality (SQ) on Customer Loyalty (CL) through Customer Satisfaction (CS) in maritime tourists of the Thousand Islands, Jakarta

## II.        LITERATURE REVIEW

**Service quality**

Service quality is an important thing that should be maintained by all persons who being employee in certain company. Service quality is the extent of the difference between expectations and the reality of customers for the services they get (Etgar&Galia, 2009). If the service received is lower than the desired expectation, the customer will feel disappointed and will stop his relationship with the service company (Alma, 2009). Service quality can thus be defined as the difference between customer expectations of service and service perception. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Bhatta &Durgapal, 2016) in (Surahman & Yasa, 2020)

Customer satisfaction, or tourist satisfaction, refers to the tourist evaluation results and the comparison of the perceived performance of the product or service with expectations (Heung and Cheng, 2000). If performance exceeds expectations, the result is traveler satisfaction, however, when expectations exceed performance, the result is dissatisfaction. Tourist satisfaction is important in destination marketing because it influences destination choice, consumption of goods and services, number of repeat visits, word of mouth publicity, and destination loyalty (Kozak and Rimmington, 2000; Kozak, Bigne, and Andreu, 2004). Tourist satisfaction can be determined by the tourist comparison on their expectations of a destination and the evaluative experience felt at the destination (Yoon and Uysal, 2005) in the journal (Sangpikul, 2018).) in (Lesmana & Hasbiyah, Juli 2019).

According to Yoon and Uysal (2005), they emphasize that tourist destinations can also be used as products that can be resold and recommended to others (friends and family who are potential tourists). Tourist loyalty is one of the most important aspects of a destination for marketers because it is more desirable, and cheaper, to retain existing tourists rather than attract new tourists (Loureiro and González, 2008). Travelers with high levels of loyalty represent an important market segment for many travel destinations, as they are more likely to stay at a destination longer than first-time visitors. Tourist loyalty tends to spread positive information by word of mouth (WOM) and participate in more intensive consumptive activities (Li et al., 2010; Zhang et al.,

2014). In his study of loyal tourists' desires, Petrick (2004) states that loyal visitors are less price sensitive than first-time visitors (Lesmana & Hasbiyah, Juli 2019).

## III.　　METHODOLOGY

This research is a quantitative research with factor analysis method, and SEM and SPSS Amos 23 test instrument. The object of analysis is tourists who were visited KepulauanSeribu, Jakarta. The research design used was single cross sectional, with a sample size of 150 respondents.

Following is the research model:
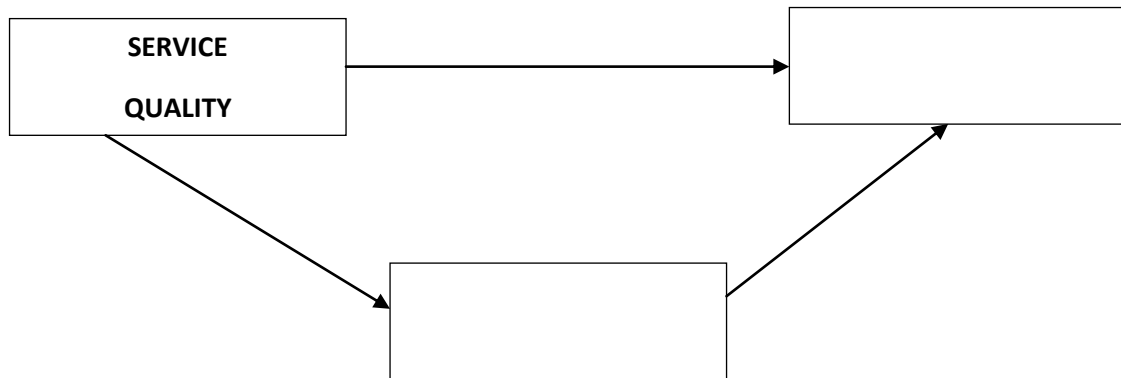


**Figure 1 :Research Model**

Hypothesis:
H1 　　 = Service quality (SQ) has positive and significant effect onCustomer Satisfaction(CS)
H2 　　 = Customer Satisfaction (CS) has positive and significant effect on Customer Loyalty (CL)
H3 　　 = Service quality (SQ) has positive and significant effect on Customer Loyalty (CL)
H4 　　 = Service quality (SQ) has positive and significant effect on Customer Loyalty (CL) mediated by Customer Satisfaction (CS)

## IV.　　DISCUSSION AND RESULT

**Table 2. Descriptive Analysis of Service Quality**

| Variables Instrument | | Average | Category |
|---|---|---|---|
| Service Quality | management pay attention to the visitors convenience | 4.03 | Good |
| | Easy, fast and friendly ticket sales service | 4.01 | Good |
| | Management help the problems faced by visitors | 3.62 | Good |
| | Managementprovide the needs of visitors | 4.03 | Good |
| | Communication services are available for tourists | 3.57 | Good |
| **Average Score of Service Quality** | | **3.85** | **Good** |

Source : Data analysis, 2020

Based on the respondents response, showed by the above table that KepulauanSeribu, Jakarta has provide good category of service quality average of score as 3.85

**Table 3. Descriptive Analysis of Customer Satisfaction**

| Variables Instrument | | Average | Category |
|---|---|---|---|
| Customer Satisfaction | Feeling happy, entertained, and satisfied visiting the Thousand Islands of Jakarta | 4.48 | Very Good |
| | Jakarta's Thousand Islands tourism object is a fun tourist spot | 4.06 | Good |
| **Average Score of Customer Satisfaction** | | **4.27** | **Very Good** |

Source : Data analysis, 2020

Based on the respondents response on customer satisfaction, showed by the above table that the customer satisfaction is on very good category with the average of score as 4.27

**Table 4. Descriptive Analysis of Customer Loyalty**

| Variables Instrument | | Average | Category |
|---|---|---|---|
| *Customer Loyalty* | The Thousand Islands of Jakarta will be a first choice of tourist | 4.20 | Good |
| | I am willing to recommend to friends and family | 4.13 | Good |
| | I will share my positive experiences at KepulauanSeribu Jakarta to friends and colleagues | 4.24 | Good |
| **Average Score of Customer Loyalty** | | **4.20** | **Very Good** |

Source : Data analysis, 2020

Average score of customer loyalty is in very good category as score of 4.20

**Table 5 : AVE and CR Evaluation Value**

| No | Variable | AVE | Criteria | CR | Criteria | Result |
|---|---|---|---|---|---|---|
| 1 | *Service Quality* | 0.6 | | 0.8 | | Valid dan Reliabel |
| 2 | *Customer Satisfction* | 0.5 | 0,50 | 0.5 | 0,50 | Valid dan Reliabel |
| 3 | *Customer Lyalty* | 0.7 | | 0.7 | | Valid dan Reliabel |

Source : Data analysis, 2020

Based on the above table, it's can be explained that all the variables have *Average Varians Extract* (AVE) value ≥ 0,50 and *Construct Reliability* (CR) value ≥ 0,60, which means all items are valid and reliable.

**Goodness of Fit**

**Table6 : Goodness of Fit test**

| Items | Model result | Cut Off | Model Evaluation |
|---|---|---|---|
| Chi-Square $X^2$ CMIN | 38.977 | Besar, $X^2$dengan df=32 | Good |
| Probability (P) | 0.185 | ≥ 0.05 | Good |
| $X^2$Relatif (CMIN/DF) | 1.218 | ≤ 2.0 | Good |
| GFI | 0.948 | ≥ 0.90 | Good |
| AGFI | 0.911 | ≥ 0.90 | Good |
| TLI | 0.974 | ≥ 0.95 | Good |
| CFI | 0.982 | ≥ 0.95 | Good |
| RMSEA | 0.038 | ≤ 0.08 | Good |

Source : Amos 23 analysis, 2020

Goodness of fit table shows that the *Confirmatory Factor Analysis* of the research measurement of the model is meet to the good criteria.Which isall items are in good model evaluation, as we can see GFI, AGFI value ≥ 0.9; TLI and CFI value ≥ 0,95; RMSEA value is 0,00 ≤ 0,08.

**Figure 2: SEM complete *Model***
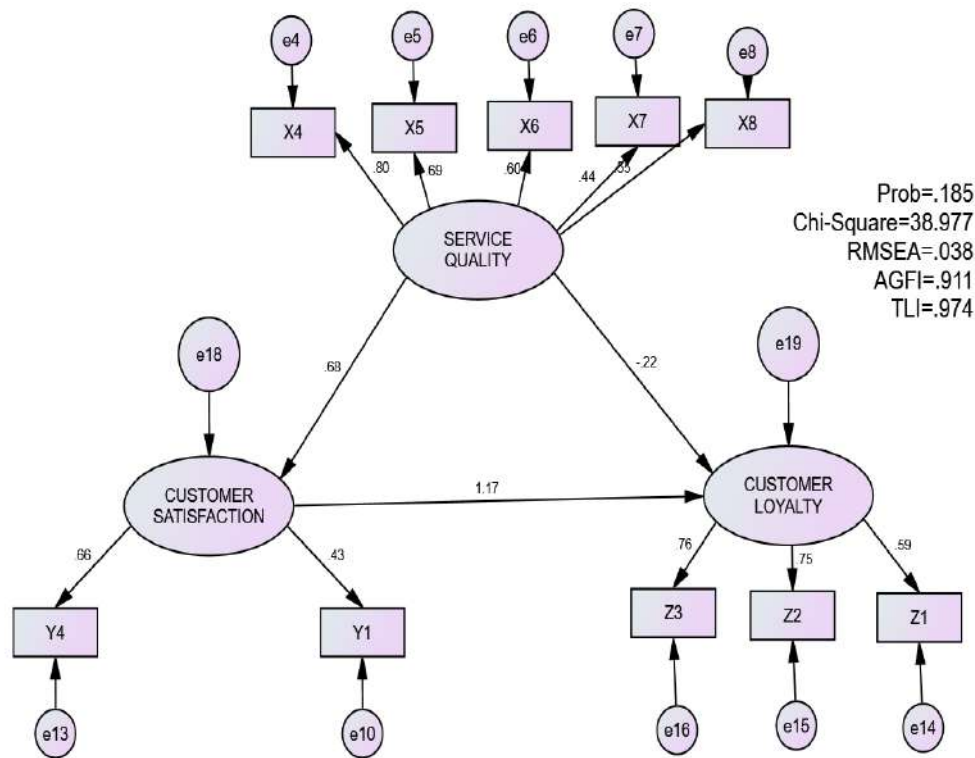
**Table 7 :Statistics *Regression Weights test***

| Regression Weight | Estimate | S. E | C.R | P | Result |
|---|---|---|---|---|---|
| *Customer_Satisfaction<--- Service Quality* | .335 | .085 | 3.944 | *** | Significant |
| *Customer Loyalty<---* Customer Satisfaction | 1.491 | ..659 | 2.265 | .024 | Significant |
| *Customer Loyalty<---* Service *Quality* | -.141 | .222 | -.635 | .526 | Not Significant |

Source : Amos 23analysis, 2020

Base on regression weighttest result it's can be explained as follows service quality has positive significant effect on customer satisfaction as value 0,335 and critical ratio value of 3.944 > 1.96, customer satisfaction has positive significant effect on customer loyalty as value 1,491 and critical ratio value of 2.265 > 1.96, and service quality has not significant effect on customer loyalty as value -0,141and critical ratio value of -0.635 < 1.96.

**Table 8 :Sobel Test Result**

| Regression Weight | Result | Criteria | Result |
|---|---|---|---|
| *Customer Loyalty<---* Customer Satisfaction *<---* Service *Quality* | 7.833 < 1.96 | TValue> 1.96 | Mediated |

Source : Amos 23 analysis, 2020

Table 8shows that indirect effect of service *quality*on*customer loyalty*mediated by customer satisfaction with T value > 1.96 as value 7.833 > 1.96 its means customer satisfaction has full mediated between servicequality and customer loyalty.

Based on the analysis result its can be concluded as below:

1. Service quality has positive and significant effect on customer satisfaction in tourists of the Thousand Islands, Jakarta with coefficient regression as value 0.335 and critical ratio value 3.944> 1,96.
2. Customer satisfaction has positive and significant effect on customer loyalty in tourists of the Thousand Islands, Jakarta with coefficient regression as value 1.491and critical ratio value 2.265> 1,96.
3. Service quality has negative and not significant effect on customer loyalty in tourists of the Thousand Islands, Jakarta with coefficient regression as value -0.141critical ratio value -635.< 1,96.
4. indirect effect of service quality on customer loyalty mediated by customer satisfaction with T value > 1,96 or 7,833 > 1,96 its means customer satisfaction has full mediated between service quality and customer loyalty.

## V. CONCLUSION

1. Descriptive analysis of the service quality shows that the highest score is for empathy on the statement of"that is the management pays attention to the visitor convenience"and "management provide the needs of visitors" both statements score of 4.03 or in the good category. For the customer satisfaction, the respondent's answer highest score was on the statement of"feeling happy, entertained, and satisfied on vacation in the KepulauanSeribu, Jakarta" with a value of 4.48 or in the very good category. The highest score of statement on the customer loyalty was on the statement "I will share my positive experiences at KepulauanSeribu Jakarta to friends and colleagues" with a score of 4.24 in the very good category.
2. Statistical analysis shows that there is a positive and significant effect between service quality and customer satisfaction, and customer satisfaction has a positive and significant effect on customer loyalty, while directly service quality has no positive and significant effect on customer loyalty. And Customer satisfaction is proven to significantly mediate between Service quality and Customer Loyalty.

KepulauanSeribu, Jakarta is known as a beautiful natural island nearer Jakarta Metropolitan city is one of potential tourist destinations.

Based on the lowest score of respondents response to the questionnaire it can be suggested to the management of KepulauanSeribu, Jakarta, as follows:that there are several things that make tourists satisfied on the service quality such as management should provide a good communication services for visitors and management also help the problems that faced by visitors.So itis recommended that the management to improve and more concern on that matters.

This matter is very important in achieving the customer satisfaction, because the satisfied customer will increase the loyalty of tourists. Where the loyalty tourist will return to visit and recommend to others tourists.

## REFERENCE

[1] Aaker, D. A. (2005). *Strategic Market Management.* New York,: John Wiley & Son.
[2] Alverdi, M. (2017). Effect of Brand factors on customer loyalty with the mediating role of brand equity . *International Academic Journal of Accounting and Financial Management*, 36 - 46.
[3] Chaudhuri, A., & Holbrokk, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance : The Role of Brand Loyalty. *Journal of Marketing. Volume 65. Number 2*, 81-93.
[4] Fauziah, G. R. (2015). Analisi Potensi Ekonomi Kreatif Berbasis Ekoswisata di Pulau Tidung Kepulauan Seribu. *repository.upi.edu*.
[5] Hasibuan, H. (2010). *Manajemen.*
[6] Hastary, D. S., Rachma, N., & Hufron, M. (n.d.). Pengaruh Kualitas Produk, Harga, Promosi dan Distribusi Pada Loyalitas Pelanggan Handphone Xiaomi yang Dimediasi Variabel Kepuasan (Studi Kasus pada Pelanggan Counter XIAOMI Garage Di Kota Malang). *e – Jurnal Riset ManajemenProdi Manajemen.*
[7] Jan, M. T., Abdullah:, K., & Shafiq, A. (2013). The Impact of Customer Satisfaction on Word-of-Mouth: Conventional Banks of Malaysia. *International Journal of Information Technology & Computer Science*.
[8] Juiantri, N. W., Suardhika, I. N., & Kusuma, I. E. (2018). The Determinant of Customer Satisfaction that Gives the Effect of Word of Mouth in PT. BPR Krisna Yuna Dana,Gianyar Bali. *International Journal of Contemporary Research and Review* , Vol. 9 : 20519-20532.
[9] Juliantari, N. W., Suardika, I. N., & Teja Kusuma, I. E. (2018). The Determinant of Customer Satisfaction that Gives the Effect of Word of Mouth in PT. BPR Krisna Yuna Dana,Gianyar Bali. *International Journal of Contemporary Research and Review*, Vol. 9, Issue. 02, Page no: ME 20519-20532.

[10] Kimita, K., & Shimomura, Y. (2009). Evaluation of customer satisfaction for PSS design. *Research Gate*.

[11] Kumar, V. (2018). The Relationship Between Customers Satisfaction and Customer Loyalty in Commercial Vehicle Industry in India. *International Journal of Management and International Business Studies*, 11-22.

[12] Lesmana, R., & Hasbiyah, W. (Juli 2019). Model Analisi Kepuasan dan Loyalitas Wisatawan Lokal Studi Kasus Pada Objek Wisata Kepulauan Seribu Jakarta. *JIMF (Jurnal Ilmiah Manajemen Forkamma) Vol. 2 No.2* , 36 - 47.

[13] Listyawati, I. H. (2018). Pengaruh Kepuasan Pelanggan, Citra Merek, Harga dan Kualitas Produk Terhadap Loyalitas Pelanggan Pada Handphone Xiaomi di Jogjakarta. *Jurnal Bisnis Teori dan Implementasi, Vol. 9 No. 1*, 37-45.

[14] Malhotra, N. K. (2007). *Marketing Research: an Applied Orientation. 5th edition.* New Jersey: Pearson Education.

[15] Meizan, I. M., & Zuliestiana, A. D. (2017 ). Pengaruh Brand Equity Terhadap Customer Loyalty (Studi pada PT JNE Cabang Kantor Perwakilan Bandung). *e-Proceeding of Management*, 2290 - 2295.

[16] Miswan, M., & Sukaesih, U. (Juni 2019). Analisi Destinasi Pariwisata Pulau Kelapa dan Pulau Harapan di Kepulauan Seribu Jakarta. *Jurnal Industri Pariwisata V. 2 No. 2*, 10 - 20.

[17] Mokhlis,, S. (2009). Religious Differences in Some Selected Aspects of Consumer. *he Journal of International Management Studies, Volume 4, Number 68 1, February, 2009*.

[18] Mowen, J. C., & Minor, M. (2001). *Consumer Behavior: A Framework.* New Jersey 67458, Prentice Hall Upper Saddle River: Pearson Education.

[19] Mustikowati , R. I., & Sarwoko, E. (Juni 2011). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan dan Konsekuensinya Pada Loyalitas. *MODERNISASI, Volume 7, Nomor 2,*, 93 - 114.

[20] Ntale, P. D., Ngoma , M., & Mus, A. (2013). Relationship marketing, word of mouth communication and consumer loyalty in the Ugandan mobile telecommunication industry. *African Journal of Business Management*, 354-359.

[21] Oliver, R. L. (1999). Whence Consumer Loyalty. *Journal of Marketing*, 33 - 44.

[22] Oliviana, M., Mananeke, L., & Mintardjo, C. (2017). The Influence of Brand Image and WOM on Customer Loyalty RM.Dahsyat Wanea. *Jurnal EMBA Vol. 5*, 1081 - 1092.

[23] Parman, P., & Susanto, S. (2016). Analisis Pengaruh Kualitas Pelayanan, Kualitas Produk dan Citra Merek Terhadap Kepuasan Pelanggan dan dampaknya Pada Loyalitas Pelanggan Waroeng Spesial Sabal. *JBTI Vol 7 No 1 Februari*, 133 - 157.

[24] Prameswari, D., & Lestari , A. (2010). Pengaruh Kualitas Layanan jasa Terhadap Word of Mouth Dengan Kepuasan Pelanggan Sebagai Variabel Antara. *Jurnal Bisnis dan Manajemen*, 49-65.

[25] Priyanto, R., Hermawan, H., & Nurhalimah, N. (2018). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Wisatawan serta Dampaknya Terhadap Loyalitas. *UPAJIWA DEWANTARA VOL. 2 NO. 2* , 99 - 111.

[26] Purbandari, E., & Sugandini, D. (2018). Word of Mouth Sebagai Konsekuensi Kepuasan Pelanggan. *Jurnal Manajemen dan Pemasaran Jasa Vol. 11 No. 1 Maret 2018*, 111-124.

[27] Pusparani , P. Y. (2017). Pengaruh Kualitas Produk dan Brand Image Terhadap Kepuasan Konsumen dan Loyaitas Pelanggan Kamera Canon Digital di Denpasar. *Jurnal Ekonomi dan Bisnis Universitas Udayana*, 1311 - 1319.

[28] Rahayu, S., & Wati, L. N. (2018). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan dan Dampaknya Terhadap Loyalitas Pelanggan. *JURNAL EKOBIS: EKONOMI, BISNIS & MANAJEMEN Vol 8 No. 2*, 117 - 122.

[29] Rahmiati, F., & Othman, A. N. (2018). Analisis Penilaian Wisatawan Mancanegara Terhadap Loyalitas Wisata Belanja di Kota Bandung. *Conference on Management and Behavioral Studies* (pp. 49 - 58). Jakarta: Universitas Tarumanagara.

[30] Ranaweera, C., & Prabhu, J. (2003). On the relative importance of customer satisfaction and trust as determinants of customer retention and positive word of mouth. *Journal of Targeting, Measurement and Analysis for Marketing Vol. 12, 1, 82–90* , 82–90 .

[31] Roza, S., Erida, E., & Shinta, S. (2015). The influence of Brand on Customer Loyalty of Smartphone Samsung Andorid Basis. *Digest Marketing Vol. 1 No.1 Juli, 2015*, 58 - 64.

[32] Sarandang, G., Soegoto, A., & Ogi, I. (2014). Pemasaraa Relasional, Kualitas Produk, Dan Harga Terhadap Kepuasan. *Jurnal EMBA*, Vol.2 No.3 September 2014, Hal. 644-653.

[33] Setyo, P. E. (2017). Pengaruh Kualitas Produk dan Harga Terhadap Kepuasan Konsumen "Best Autoworks". *Performa: Jurnal Manajemen dan Start-Up Bisnis Vol. 1 No. 6*, 755 - 764.

[34] Shihab, M. S., & Sukendar, A. (2009). Pengaruh Brand Trust dan Brand Equity Terhadap Loyalitas konsumen Studi Kasus pada Produk Tes Widal Merek Remel. *Jurnal Ilmiah Manajemen Bisnis Dan Terapan*, 83 - 96.

[35] shihab, M. s., & sukendar, A. (2009). Pengaruh brand trust dan brand equity terhadap loyalitas konsumen studi kasus produk tes widal merek remel. *JEMBATAN - Jurnal Ilmiah Manajemen Bisnis Dan Terapan*, 83-96.

[36] Soegoto, H. (2016). Pengaruh nilai kepercayaan Terhadap Loyalitas Nasabah Prioritas. *Majalah Ilmiah UNIKOM Vol. 7*.

[37] solomon, s. (2006). *Consumer Behavior.* England: Gramedia.

[38] Sugiyono. (2016). *Cara Muda Menyusun Skripsi, Tesis dan Disertasi.* Bandung: CV. Alafbeta.

[39] Surahman, I. G., & Yasa, P. S. (2020). The effect of Sevice Quality on Customer Loyalty Mediated by Customer Satisfaction. *JurnalEkonomi dan Bisnis Jagaditha Vol 7 No.1*, 46 - 52.

[40] Suyadi, M. I., & Fanani, D. (2014). Pengaruh Brand Awarness, Brand Association, Perceived Quality dan Brand Loyalty Terhadap Brand EquityTY. *Jurnal Administrasi Bisnis (JAB)/*, 1-5.

[41] Taghizadeh, H., Taghipourian, M. J., & Khazaei, A. (2013). The Effect of Customer Satisfaction on Word of Mouth Communication. *Reseach Gate*.

[42] Virvilaite, R., Tumasonyte, D., & Sliburyte, L. (2015). The Influence of Word of Mouth Communication on Brand Equity: Receiver Perspectives. *Procedia*, 641 - 646.

[43] Widiaswara, T., & Sutopo, S. (2017). Analisis Pengaruh Kualitas produk dan Citra Merek Terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan sebagai variabel intervening pada Pelanggan Air Minum Dalam Kemasan Club di Semarang. *Diponegoro Journal of Management, Volume 6, Nomor 4*, 1-15.

[44] Widijanto, R. R., & Rachmat, B. (June 2019). Effect of Bank Commitment, Bank Communication and Handling Customer Complaint on Customer Loyalty through Customer Satisfaction at PT Bank Central Asia Tbk of Mojopahit Mojokerto Sub-Branch Office. *International Journal of Multicultural and Multireligious Understanding (IJMMU) V6 N3*, 49 - 60.

[45] Widjiono, L. M., & Japarianto, E. ( 2015 ). Pengaruh Dimensi Service Quality Terhadap Customer Satisfaction Serta Pengaruh Customer Satisfaction dan Trust Terhadap Customer Loyalty BCA di Surabaya. *Jurnal Manajemen Pemasaran, Vol. 9, No. 1, April* , 35-42 .

[46] Widodo, C. R., & Rachma, N. (2018). Pengaruh Kualitas Produk dan Brand Image Terhadap Lpyalitas Pelanggan dengan Kepuasan Pelanggan sebagai variabel intervening Pada Pengguna Smartphone Samsung di FEB Universitas Islam Malang. *e – Jurnal Riset ManajemenPRODI MANAJEMEN*, 71-82.

[47] Winarno, S. H., Gyvan, B., & Yudhistira, Y. (2018). Determinan Loyalitas Pelanggan pada Operator Telepon Selular. *Esensi: Jurnal Bisnis dan Manajemen*, 151 - 162.

[48] Yildiz, E., & Gumushane. (2017). Effects of Service Quality on Customer Satisfaction, Trust, Customer Loyalty and WOM: An Application on Cargo Companies. *Global Journal of Economics and Business Studies*, 81 - 88.

**Maximum Likelihood Estimates**
**Regression Weights: (Group number 1 - Default model)**

| | | | Estimate | S.E. | C.R. | P | Label |
|---|---|---|---|---|---|---|---|
| CUSTOMER_SATISFACTION | <--- | SERVICE_QUALITY | .335 | .085 | 3.944 | *** | |
| CUSTOMER_LOYALTY | <--- | CUSTOMER_SATISFACTION | 1.491 | .659 | 2.265 | .024 | |
| CUSTOMER_LOYALTY | <--- | SERVICE_QUALITY | -.141 | .222 | -.635 | .526 | |
| X4 | <--- | SERVICE_QUALITY | 1.000 | | | | |
| X5 | <--- | SERVICE_QUALITY | .801 | .108 | 7.441 | *** | |
| X6 | <--- | SERVICE_QUALITY | .985 | .150 | 6.571 | *** | |
| X7 | <--- | SERVICE_QUALITY | .586 | .121 | 4.846 | *** | |
| X8 | <--- | SERVICE_QUALITY | 1.001 | .166 | 6.018 | *** | |
| Y1 | <--- | CUSTOMER_SATISFACTION | 1.000 | | | | |
| Y4 | <--- | CUSTOMER_SATISFACTION | 1.588 | .342 | 4.644 | *** | |
| Z1 | <--- | CUSTOMER_LOYALTY | 1.000 | | | | |
| Z2 | <--- | CUSTOMER_LOYALTY | 1.352 | .208 | 6.485 | *** | |
| Z3 | <--- | CUSTOMER_LOYALTY | 1.273 | .196 | 6.503 | *** | |