

Analysis Of The Influence Of Service Quality And Trust On Customer Loyalty With Customer Satisfaction As Intervening Variable In Menantea Field

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Abstract.

This study aims to analyze the effect of service quality on customer loyalty Menantea Medan, analyze the effect of trust on customer loyalty, analyze the effect of customer satisfaction on customer loyalty, analyze the effect of service quality on customer loyalty, analyze the effect of trust on customer satisfaction, analyze the effect of service quality on customer loyalty. through customer satisfaction and analyze the effect of trust on customer loyalty through customer satisfaction Menantea Medan. This research is a quantitative descriptive with a questionnaire instrument with a population of all regular customers of Menantea Medan for the 2021 period as many as 5,859 people, the determination of the sample using an accidental sample is achieved by the research sample as many as 155 people. The results showed that the RSquare value was 0.551 or R2 x 100% of 55.10%, meaning that the service quality and trust variables made a major contribution to explaining customer loyalty by 55.10%, the remaining 44.90% were other factors and the RSquare value was 0.850 or R2 x 100% is 85.50%, meaning that the service quality and trust variables contribute in explaining customer loyalty by 85.00%, the remaining 15.00% is another factor. The conclusion of the study is that service quality has a significant effect on customer loyalty, Menantea Medan, trust has a significant effect on customer loyalty, customer satisfaction has a significant effect on customer loyalty, and service quality has a significant effect on customer satisfaction. trust has a significant effect on customer satisfaction, service quality has a significant effect on customer loyalty through customer satisfaction and trust has no effect on customer loyalty through customer satisfaction Menantea Medan.

Keywords: Service Quality, trust, loyalty and satisfaction.

I. INTRODUCTION

Economic developments in all sectors bring changes to aspects of life. People want lifestyle changes to relieve fatigue by one way of eating, drinking, listening to music, communicating with their colleagues. This opens the opportunity to have a business providing a place that suits the needs and lifestyles of consumers so that many have emerged from food service business activists, drink service entrepreneurs, both managed by the owner and businesses in the form of franchises. The franchise business has various advantages, both in terms of brands, support systems, sharing experiences, national promotions and others. With these advantages, the level of risk of failure in building a business can be reduced. With the increasing number of developing businesses, a company that wants to continue to run its business must be more careful in making strategic decisions to keep up with all kinds of changes that occur. Several important elements related to and influencing the success of a business are service quality and customer satisfaction. Because of these two elements can form a customer loyalty which is the main goal of business people. Menantea is a franchise company that provides opportunities for everyone to have a business/business with maximum profit. Currently the Menantea franchise is very developed in Indonesia to the city of Medan. The Menantea franchise offers various types of tea-based drinks that can be directly consumed by customers. There are Pure Tea Series, Milk Tea, Fruit Tea Series, Signature Series and Irrational Series menu groups, the most ordered menus are Mantappu Tea and MatemaTeaka from the Signature Series menu group.

Not only tea menu, Menantea also provides snacks for friends to drink tea, namely Potata Fries and Potato and Chicken Popcorn. The price of the drink menus offered ranges from 15 thousand to 28 thousand rupiah. While the price of snacks is around 25 thousand rupiah. At the Menantea outlet, consumers can add toppings to your tea drink. Toppings available include grass jelly, mango pudding, popping boba jelly, honey boba, cheese cloud and menantea jelly. Public interest in Menantea products is very positive, as evidenced by community visits to Menantea outlets on S. Parman, Brigadier General Katamso, Binjai City, Tanjung Morawa and several other places which are very high and even seem to queue to be able to buy tea beverage products sold at Menantea this. Customers are the most important thing in business but customers are not equal, which is the actual or potential size of the business they run with us. Every form of business or

business will try to retain its loyal customers. However, in practice, many companies are more interested in creating new customers than retaining loyal customers. Loyalty plays an important role in generating sales profit, so it is important to continue to improve both in the short and long term. Profit is the main motive and what is needed to maintain the consistency of a business, because with profits, the rotation of the business wheel from products to services will run smoothly. Profits will increase if it continues to be improved and improved in the long term this will increase consumer loyalty so that from another advantage, consumers do word of mouth marketing to other consumers. Based on the initial survey of research with the personnel department, data obtained from loyal customers or customer loyalty with proven loyalty at the Menantea franchise Medan for the period 2017 to 2021 can be seen in the following table:

Table 1.1. Visitors and Customers of the Menantea Franchise Period 2017-2021

Year	Number of visitors	Customer Percentage	Selisih Persentase
2017	13.791	96.70%	-
2018	13.055	94.66%	2,06%
2019	15.041	115.21%	20,55%
2020	846	(5624.62%)	(5509,41%)
2021	2.859	0.34%	5624,29%

Source: *Franchise Menantea Medan (2022)*

Based on table 1.1 data, it can be seen that the level of customer loyalty has increased from 2017 to 2019, although in 2020 customers who made purchases fell very far due to the covid 10 pandemic so that customer loyalty greatly decreased, where data on visitors to the Menantea Medan franchise, especially at the Cambride S outlet. Parman Medan in 2018 was 94.66%, decreased by 2.06% from 2017, data for 2019 was 115.21%, an increase of 20.54% from 2018, data for 2020 was 5624.63%, decreased by 5509 ,41% from 2019 this is due to economic conditions during the covid 19 pandemic, 2021 data of 0.34%, an increase of 5624.29% from 2020. The intense competition between companies that has occurred recently has become a duty or demand for service provider companies to provide the best service quality. It is intended that in the wave of competition, companies are still able to compete and survive from the current of strong competition. One of the factors influencing customer loyalty is the quality of service provided to consumers who come to visit and to company customers. Consumers will look for services or products from companies that can provide satisfaction to themselves so it is very important to maintain customer trust on visits to make repeat purchases so that loyal customers are achieved.

To create satisfaction from its customers, the Menantea franchise as a beverage franchise business must be able to provide the best quality service for customers. The quality of this service will affect whether or not the customer feels satisfied when making a purchase. Indirectly, customers will be loyal if they feel satisfied with the quality of service provided by the Menantea franchise manager so as to create consistent repeat purchases. Based on the initial survey of research in April 2022 through interviews with customers, it was found that the phenomenon of employee service was still low, such as the level of employee cooperation was still not good in taking orders and arranging other items, employees were still not agile in serving customers, the atmosphere of the room was inadequate so that customers are not comfortable, the queuing system is still one lane so long queues, customer inconvenience for parking vehicles both motorbikes and cars so that customers complain and the lack of accuracy of some employees in making reports that are urgent and require a deft attitude of employees. One aspect that is no less important to keep consumers loyal is trust. Trust is the belief that the actions of another person or a group are consistent with the beliefs they believe in. Trust is an important foundation for building and maintaining long-term relationships. Trust is an important capital in increasing consumer loyalty, especially in building long-term relationships, so trust plays an important role in the company's sustainability in the future.

Table 1.2. Percentage of Achievement of Customer Satisfaction Indicator Scores

Number	Indicators	Score		Achievement Score	Percentage (%)
		Minimum	Maximal		
Quarter I					
1	The work itself	215	1075	904	84.09
2	Price/Discount	215	1075	812	75.53
3	Promotion Opportunity	215	1075	855	79.53

4	Work colleague	215	1075	862	80.17
5	Superior	215	1075	910	84.65
Average					80.80
Quarter II					
1	The work itself	215	1075	895	83.26
2	Price/Discount	215	1075	800	74.42
3	Promotion Opportunity	215	1075	843	78.42
4	Work colleague	215	1075	854	79.44
5	Superior	215	1075	902	83.91
Average					79.89
Quarter III					
1	The work itself	215	1075	876	81.49
2	Price/Discount	215	1075	784	72.93
3	Promotion Opportunity	215	1075	829	77.12
4	Work colleague	215	1075	837	77.86
5	Superior	215	1075	888	82.60
Average					78.40
Quarter IV					
1	The work itself	215	1075	867	80.65
2	Price/Discount	215	1075	776	72.19
3	Promotion Opportunity	215	1075	817	76.00
4	Work colleague	215	1075	823	76.56
5	Superior	215	1075	874	81.30
Average					77.34

Source: Menantea Medan Franchise Personnel Division (2022)

Based on the data in table 1.2, it is obtained that customer satisfaction data in the 2021 period continues to decline, the assessment of customer satisfaction in the first quarter with a score of 80.80%, the assessment of customer satisfaction from the first quarter to the second quarter has decreased with a score of 79.89%, then the assessment customer satisfaction from the second quarter to the third quarter also decreased with a score of 78.40%, and satisfaction ratings decreased in the fourth quarter with a score of 77.34% (Personnel Division, 2022). Based on the results of interviews in May 2022 with several customers, the phenomenon of the Menantea Medan franchise consumer satisfaction is still low, some employees are less agile and seem indifferent and lack empathy when long customer queues arise, resulting in dissatisfaction. In addition, the arrangement of the physical work environment still does not require employees to be professional, alert, and fast in handling every customer who comes. Based on these problems, the quality of service still has to be improved so that customer trust continues to increase by paying attention to consumer satisfaction interventions so that customer loyalty for the Medan Menantea Franchise will increase. Therefore, researchers are interested in conducting research on the Analysis of the Effect of Service Quality and Trust on Customer Loyalty with Consumer Satisfaction as an Intervening Variable at Menantea Medan.

II. METHODS

Path Diagrams and Structural Equations

Initial submission of the research structural equation model based on the conceptual framework studied as follows:

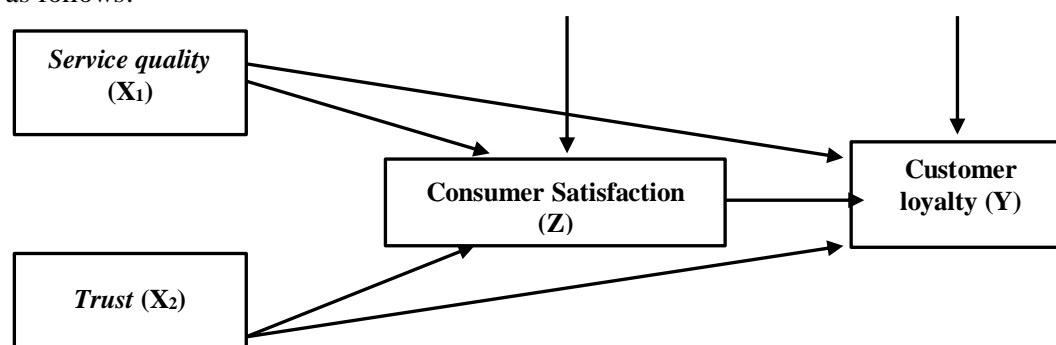


Fig 1.1. Research Flowchart Model

The structural equations in this study are:

$$Z = PZX1 + PZX2 + e1 \quad (\text{as substructure equation 1})$$

$$Y = PYX1 + PYX2 + PZY + e2 \quad (\text{as a substructure equation 2})$$

Dimana:

- Y = Customer loyalty
- X1 = Service Quality
- X2 = Trust
- Z = consumer satisfaction
- PZ = Path of Regression Coefficient of Consumer Satisfaction
- PY = Path of Regression Coefficient of Customer Loyalty
- e1 = residual 1
- e2 = residual

III. RESULT

Linear Regression Analysis Results

Table 1.2. Linear Regression of the First Equation Path Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF
(Constant)	-12.285	1.717			
1 Service quality	.095	.017	.197	.778	1.286
Trust	.657	.092	.259	.738	1.356
Consumer Satisfaction	.923	.052	.658	.697	1.434

a. Dependent Variable: Customer loyalty

Source: SPSS Processed Data (2022)

Based on the data in Table 1.2, it is known that the multiple linear regression equation is as follows:

$$Y = -12,285 + 0,095X1 + 0,657X2 + 0,923 + 0.$$

The explanation of the path linear regression equation in the first equation is as follows:

1. Constant value
The constant value is -12.285, this indicates that if the value of the independent variable (X) in the form of quality of service and customer trust is 0, or if the quality of service and customer trust does not exist then the value of Customer Loyalty (Y) at Menantea Medan already exists at - 12,285.
2. Regression Coefficient of Service Quality Variable (X1)
The regression coefficient value of service quality is 0.095, meaning that if the service quality has increased by 1 with customer trust and satisfaction not changing (constant), then Menantea Medan's customer loyalty also increases by 0.095.
3. Customer Trust Variable Regression Coefficient (X2)
The value of the customer trust regression coefficient is 0.657, meaning that if customer trust has increased by 1 with service quality and customer satisfaction not changing (constant), then Menantea Medan's Customer Loyalty also increases by 0.697.
4. Regression Coefficient of Customer Satisfaction Variable (X3)
The value of the customer satisfaction regression coefficient is 0.923, meaning that if customer satisfaction has increased by 1 time with Service Quality and customer trust not changing (constant), then Menantea Medan Customer Loyalty also increases by 0.923.

Table 1.3. Linear Regression of the Second Equation Path Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF

(Constant)	13.326	1.391			
Service quality	-.036	.016	-.105	.666	1.502
1 Trust	-.261	.092	-.144	.581	1.721
Consumer Satisfaction	.728	.041	1.021	.449	2.226

a. Dependent Variable: Customer loyalty

Source: SPSS Processed Data (2022)

Based on the data in Table 1.3, it is known that the multiple linear regression equation is as follows:

$$Y = 13,326 - 0,036X_1 - 0,261X_2 + 0,728 + 0.$$

The explanation of the path linear regression equation in the first equation is as follows:

1. Constant value

The constant value is 13,326, this indicates that if the value of the independent variable (X) in the form of service quality and customer trust is 0, or if the service quality and customer trust do not exist, then customer loyalty (Y) at Menantea Medan is 13,326..

2. Regression Coefficient of Service Quality Variable (X1)

The regression coefficient value of Service Quality is -0.036, meaning that if Service Quality has decreased by 1 time with customer trust and loyalty not changing (constant), then Menantea Medan's customer satisfaction has decreased by 0.036.

3. Customer Trust Variable Regression Coefficient (X2)

The value of the customer trust regression coefficient is -0.261, meaning that if customer trust has decreased by 1 time with service quality and customer loyalty not changing (constant), then Menantea Medan's Customer Satisfaction also decreases by 0.261.

4. Customer Loyalty Variable Regression Coefficient (X3)

The value of customer loyalty regression coefficient is 0.728, which means that if customer trust has increased by 1 time with service quality and customer trust has not changed (constant) then Medan Menantea Customer Satisfaction has also increased by 0.728.

Coefficient of Determination Results (R²)

Table 1.4 Model Summary Goodness of Fit (R²)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 ^a	.551	.545	2.90303

a. Predictors: (Constant), Customer Trust, Service Quality

b. Dependent Variable: Customer loyalty

Source: Research Data Processed by SPSS (2021)

Based on the data in Table 1.4, the RSquare value is 0.551 or R² x 100% of 55.10%, meaning that the variables of Service Quality and Customer Trust contribute to explaining customer loyalty by 55.10% while the remaining 44.90% is influenced by other factors. other factors outside this research such as work climate variables, work culture and other factors.

DISCUSSION

The Effect of Service Quality on Customer Loyalty Meantea Medan

Based on the results of data processing, it is known that the tcount value of the Service Quality variable is 6.674 and the ttable value is 1.975 (in the Excel formula = TINV(0.05,154) with the provisions that the value of tcount > ttable and sigcount < sigtable or (6.674 > 1.975) and (0.000 < 0, 05). Thus, the service quality variable partially has a significant effect on customer loyalty at Meantea Medan. Service quality is a very important thing to be considered by the company if you want every customer to make a positive contribution in achieving company goals. customers will provide motivation for customers to make repeat purchases, establish good communication, carry out regular supervision, and direct their subordinates to the targets they want to reach. Related to that, it is the obligation of every business so that consumers are motivated to want to make better purchases. shield only in the business world the service industry is now increasing. The increasing competition is marked by the large number and variety of service businesses. How

far is the difference between reality and customer expectations for the service obtained. If the perceived service is in accordance with the expected service, then the quality of the service will be perceived as positive or good. If the perceived service exceeds expectations, then the service quality is perceived as ideal quality. The quality of salesman service that needs to be maintained in its implementation is fast and appropriate service, the level of service provided is as expected, responsive to problems, responsive to customer complaints, courteous service and contacting the company if a problem occurs.

Thus, the hypothesis proposed in this study Service Quality has a significant effect on customer loyalty Meantea Medan, can be accepted and proven true with a significant level of influence.

The Effect of Customer Trust on Customer Loyalty Meantea Medan

Based on the results of data processing, it is known that the tcount value of the customer trust variable is 8,558 and the ttable value is 1,975 (in the Excel formula = TINV(0.05,154) with the provisions that the value of tcount > ttable and sigcount < sigtable or (8.558 > 1.975) and (0.000 < 0,05).. Thus the variable customer trust partially has a significant effect on customer loyalty Meantea Medan. Customer trust can deepen and expand the capabilities of the business that is being run. The more often customers make purchases on the spot or on the same product, the more skilled and the faster also the customer remembers the desired brand or product so that customers will easily make purchasing decisions for the product. The more kinds of purchases made by the customer, the richer and wider his experience about the product and the increase in performance will also increase. Thus, the hypothesis that filed in the pen This research is that customer trust has a significant effect on customer loyalty. Meantea Medan can be accepted and proven true with a significant level of influence.

The Effect of Customer Satisfaction on Customer Loyalty Meantea Medan

Based on the results of data processing, it is known that the tcount value of the customer satisfaction variable is 5.570 and the ttable value is 1.975 (in the Excel formula = TINV(0.05,154) with the provisions that the value of tcount > ttable and sigcount < sigtable or (5.570 > 1.975) and (0.000 < 0,05). Thus, the variable customer satisfaction partially has a significant effect on customer loyalty at Meantea Medan. Competition is always increasing, causing the company to be customer-oriented in a more careful and thorough way in determining customer needs from the customer's point of view and not from the customer's point of view. Every company is always aware of the importance of customers who aim to maintain the survival of the company. Thus, the hypothesis proposed in this study Customer satisfaction has a significant effect on customer loyalty Meantea Medan, can be accepted and proven true with a very significant level of influence. significant.

The Effect of Service Quality on Customer Satisfaction Meantea Medan

Based on the results of data processing, it is known that the tcount value of the service quality variable is 7.135 and the ttable value is 1.975 (in the Excel formula = TINV (0.05,154) with the provisions that the value of tcount > ttable and sigcount < sigtable or (7,135 > 1,975) and (0.000 < 0,05). Thus, the Service Quality variable partially does not have a significant effect on customer satisfaction at Menantea Medan. Service quality is a very important thing to be considered by the company if you want every customer to contribute positively to achieving company goals. The quality of service provided and perceived by customers will provide motivation for customers to make repeat purchases, establish good communication, carry out regular supervision, and direct their subordinates to the targets they want to reach. In connection with that, it is the obligation of every business so that consumers are motivated to want to make better purchases. k again. Customer satisfaction is an attitude that is based on a person's past experience where the experience supports the development of customer trust and loyalty to keep buying at the company. Trust is the foundation of a business. Building customer trust is one way to create and retain customers. Thus, the hypothesis proposed in this study Service Quality has a significant effect on customer loyalty Meantea Medan, can be accepted and proven true with a significant level of influence.

The Effect of Customer Trust on Customer Satisfaction Meantea Medan

Based on the results of data processing, it is known that the tcount value of the customer trust variable is 17,597 and the ttable value is 1,975 (in the Excel formula = TINV(0.05,154) with the provisions that the value of tcount > ttable and sigcount < sigtable or (17.597 > 1.975) and (0.000 < 0,05). Thus, the

customer trust variable partially has no effect on customer satisfaction at Meantea Medan. Customer trust can deepen and expand the capabilities of the ongoing business. The more often customers make purchases on the spot or on the same product, the more skilled and faster they are the customer remembers the desired brand or product so that customers will easily make purchasing decisions for the product. The more kinds of purchases made by the customer, the richer and wider his experience of the product and the increase in performance will also increase. Customer satisfaction is an attitude that is based on by pen the past experience of a customer where the past practice supports the development of the trust felt by the customer to the company. Customers believe in honesty and the company's ability to meet customer needs and demands. If customers are satisfied then they will believe in the company.

Thus, the hypothesis proposed in this study, namely customer trust has a significant effect on customer loyalty, Meantea Medan, can be accepted and proven true with a significant level of influence.

The Effect of Service Quality on Customer Loyalty Through Customer Satisfaction Meantea Medan

Based on the results of processing the output of the regression model II, it can be seen that the value of the coefficient of direct influence is multiplied by the value of the coefficient of indirect influence ($0.391 \times 0.997 = 0.077$) where the value is $0.077 > 0.05$, thus the Service Quality variable partially has a positive and insignificant effect on Loyalty customers through customer satisfaction at Meantea Medan. Service quality (leadership) can be said as a way of a leader in directing, encouraging and regulating all elements in the group or organization to achieve a desired organizational goal so as to produce maximum employee performance. With the increase in employee performance means the achievement of the work of a person or employee in realizing organizational goals. Work customer trust is a skill possessed by a person in all aspects of the work to be carried out and these skills make him feel able to achieve various goals in his work. Customer trust has the same meaning as the word ability, skill or expertise. Customer trust in one situation cannot be used to estimate customer trust in another situation.

Thus, the hypothesis proposed in this study Service Quality has a significant effect on customer loyalty through Meantea Medan Customer Satisfaction, can be accepted and proven true with a significant level of influence.

The Effect of Customer Trust on Customer Loyalty Through Customer Satisfaction Meantea Medan

Based on the results of processing the output of the regression model II, it can be seen that the value of the coefficient of direct influence is multiplied by the value of the coefficient of indirect influence ($0.501 \times 0.259 = 0.129$) where the value is $0.129 > 0.05$, thus the Customer Trust variable partially has a negative effect on customer loyalty through satisfaction. customers at Meantea Medan. Work customer trust is a skill possessed by a person in all aspects of the work to be carried out and these skills make him feel able to achieve various goals in his work. Customer trust has the same meaning as the word ability, skill or expertise. Customer trust in one situation cannot be used to estimate customer trust in another situation.

Thus, the hypothesis proposed in this study Customer trust has a significant effect on customer loyalty through Meantea Medan Customer Satisfaction, cannot be accepted because it is proven true with an insignificant level of influence.

IV. CONCLUSION

Based on the results of research and discussion through proving the hypothesis on the issues raised, namely: Service quality has a significant effect on customer loyalty at Meantea Medan, this can be seen from the sig value less than 0.05. Customer trust has a significant effect on customer loyalty at Menantea Medan, and is the dominant variable affecting customer loyalty, this can be seen from the sig value less than 0.05. Customer satisfaction has a significant effect on customer loyalty at Menantea Medan, this can be seen from the sig value less than 0.05. Service quality has a significant effect on customer satisfaction at Meantea Medan, this can be seen from the sig value less than 0.05. Customer trust has a significant effect on customer loyalty at Meantea Medan is the dominant variable affecting customer loyalty, this can be seen from the sig value less than 0.05. Service quality has a significant effect on customer loyalty at Meantea Medan through

customer satisfaction, this can be seen from the sig value less than 0.05. Customer trust has no effect on customer loyalty at Menantea Medan through customer satisfaction, this can be seen from the sig value less than 0.05. The value of RSquare is 0.551 or $R^2 \times 100\%$ of 55.10%, meaning that the independent variables of the study make a major contribution in explaining customer loyalty by 55.10% while the remaining 44.90% is influenced by other factors outside the study. The Adjusted RSquare value is 0.850 or $R^2 \times 100\%$ of 85.00%, meaning that the independent variables of the study make a major contribution in explaining customer satisfaction of 85.00% while the remaining 15.00% is influenced by other factors outside the study.

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