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## **ANALYSIS OF SERVICE QUALITY AND PROMOTION ON LOYALTY CUSTOMERS WHO ARE MEDIATED SATISFACTION ON AKELA MEUBEL CITY**

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### **Abstract**

This study aims to test and analyze the influence of service quality and promotion on customer loyalty mediated by customer satisfaction in Medan City. The type of research conducted is quantitative research. The research technique carried out was accidental sampling. The sampling technique was carried out by collecting questioners, interview techniques. Data processing is carried out using SMART PLS. The number of populations was 50 respondents who were directly used as research samples. The results quality of the study show that a positive and significant effect on satisfaction in Medan furniture acceleration. Promotion has a positive and significant effect on satisfaction at Medan furniture akela. Satisfaction have a positive and significant effect on customer loyalty at Akela Meubel. Service quality has a positive and significant effect on customer loyalty in Medan Furniture. Promotion has a positive and significant effect on customer loyalty at Akela Meubel Medan through satisfaction. Service quality has a positive and significant effect on customer loyalty in Medan furniture through satisfaction. Promotion has a positive and significant effect on customer loyalty in Medan furniture through satisfaction .

**Kata Kunci:** *Service Quality, Promotion, Customer Satisfaction, Customer Loyalty*

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### **INTRODUCTION**

Steps to maintain customer satisfaction are examples of strategic planning (Surya et al., 2020) If client happiness is not addressed effectively, the cost of acquiring new customers is five times higher than the cost of retaining existing clients (Surya & Suwarno, 2023). Conversely, if organizations continue to prioritize customer happiness, it will reduce the attention of leaders in calculating market share gains (Purba & Surya, 2024) Customer fulfillment depends on the needs and expectations of the customer ((Mesra et al., 2021) According to Tjiptono's perspective ((Sumarsid & Paryanti, 2022) customer satisfaction is a feeling of satisfaction or displeasure with the use of a product that meets their expectations (Mesra et al., 2023) The problem of consumer satisfaction with Akela Meubel is that there are customer complaints submitted to Akela Meuble in 2021 – 2023, including the following:

No.	Dimension	2021	2022	2023
		Average Dimensional Ordinal Scale		
1	Access	6,0	6,0	0
2	Competence	6,0	6,0	0
3	Decency	6,0	6,0	1,0
4	Reliability	6,0	2,7	9,0
5	Responsiveness	6,0	4,3	4,0

6	Speed	6,0	6,0	0
7	Security	6,0	4,3	0
8	Statement	6,0	6,0	0
	<b>Total</b>	<b>5,375</b>	<b>5,17</b>	<b>14</b>

Source : Akela Meubel, 2023

From the table above, it is explained that customer satisfaction in 2021 is in the position of 5,375, in 2020 it is 5.17, in 2021 it is 14, and in 2022 it is 5,166, meaning that there is a fluctuation in customer dissatisfaction at Akela Meubel with the lowest dimension in 2022, namely in the reliability dimension, and in 2023 the lowest dimension in the politeness dimension. The level of consumer satisfaction at Akela Meubel is caused by several factors (Indrasari, 2019) namely product quality, service quality, emotional, price, and cost. Customers are satisfied with a good or service can be measured by using several indicators, including (Lena et al., 2021) namely: Conformity with service expectations, Perception of service performance, Consumer assessment.

One of the factors for the success of a company in running a business is being able to provide services in accordance with consumer expectations so that consumers feel satisfaction in using a service or product(Surya & Suwarno, 2023)` . According to (Kotler & Keller, 2022) satisfaction is a feeling of pleasure or disappointment that arises from comparing the performance or perceived product or the result of a service in accordance with the reality received about the service provided to the consumer. The level of good service that is considered is the service that can help bring the company closer to its community. This is achieved by identifying and assessing the various challenges faced by the community, and then creating an effective service plan (Gafar, 2021)

Providing high-quality service leads to customer pleasure. Companies must start thinking more slowly about the value of customer service through service quality, because it is increasingly recognized that providing excellent service (customer satisfaction) is an important component in order to thrive in business and compete (Tjiptono, 2014) in (Rijal et al., 2024) Kotler and Keller (2009) (Astono & Susilo, 2023) state that promotion is a set of incentive tools, mostly short-term, designed to encourage consumers to purchase certain products or services quickly and in large quantities. Based on the customer satisfaction problems mentioned above, customer satisfaction is inseparable from the promotions carried out by the company to its potential consumers.

To solve the problem of customer complaints, an indicator is needed by Kotler and Armstrong (2014) in (Astono & Susilo, 2023) as follows: 1) advertising, 2) personal sales, 3) sales promotion, 4) direct marketing, 5) public relations.

Loyalty includes the intellectual and emotional elements of the relationship between the company and the customer. While it can be measured and managed, it cannot be forced. One of the indicators of customer loyalty is the repurchase of the company's products. An increase in the number of repurchases can increase the company's profits. Maintaining and maintaining customer loyalty is not an easy task. The main key is the company's ability to continue to provide consistent satisfaction to customers. Customer loyalty is a form of strong commitment to consistently buy or use a product or service in the future, thus encouraging purchases Recurring. In addition, the company always designs strategies to attract new customers and retain old customers, as well as build customer loyalty, where product price is considered one of the important factors that affect customer repurchase behavior and loyalty (V.A.R.Barao 2022, p. 16). Loyalty includes the intellectual and emotional elements of the relationship between the company and the customer. While it can be measured and managed, it cannot be forced. One of the indicators of customer loyalty is the repurchase of the company's products. An increase in the number of repurchases can increase the company's profits. Maintaining and maintaining customer loyalty is not an easy task. The main key is the company's ability to continue to provide consistent satisfaction to customers. Customer loyalty is a form of strong commitment to consistently buy or use a product or service in the future, thus encouraging repeat purchases. In addition, the company always designs strategies to attract new customers and retain old customers, as well as build customer loyalty,

where product price is considered one of the important factors that affect customer repurchase behavior and loyalty (V.A.R.Barao 2022, p. 16).

Based on the explanation above and the problems that occur in Akela Meubel which have an impact on community satisfaction, the author is interested in raising a research entitled " Analysis of service quality and promotion on customer loyalty mediated by satisfaction in Akela Meubel City

## **LITERATURE REVIEW**

### **CUSTOMER LOYALTY**

According to Pradipta in Fakhruddin (2020), loyalty refers to attachment to a brand which reflects the high value of the brand. As a result of this relationship, consumers tend to reject all efforts made by competing brands. They show loyalty and trust in a brand as long as the brand continues to meet consumer expectations, behave in accordance with certain consumer expectations, and continue to provide the values that consumers want. According to Tjiptono (in Maisaroh and Nurhidayati, 2021:203) Customer loyalty is consumer loyalty to a brand, store, or supplier, which is reflected in a highly profitable attitude and a repetitive and consistent purchase pattern. Meanwhile, according to Priansa (in Maisaroh and Nurhidayati, 2021:203), consumer loyalty also reflects the long-term commitment of consumers to the company and its products. This can be seen through behavior and loyal attitudes. consumers of the company and the products they buy. Consumers show this loyal attitude by making purchases regularly and consistently, so that the company and the product become an important part of their consumption process. In other words, consumer loyalty is realized through continuous consumption and makes the company and its products an integral part of the consumption experience. According to Griffin (in Mashuri, 2020:61) customer loyalty has four indicators, namely average repeat purchases, purchases at the same company, product recommendations or promotions, and demonstration of immunity in competition.

### **CUSTOMER SATISFACTION**

According to Kotler, Phillip (2009) in (Seles & Armiati, 2021) satisfaction is a feeling of happiness or disappointment that arises because of comparing perceived performance, be it products or services, according to desired expectations. Factors Factors that affect customer satisfaction. According to (Heryanti, 2023) the factors that affect customer satisfaction: 1) Product or Service Quality, 2) Customer Experience, 3) Ease of accessing products, 4) Reputation and Brand Image, 5) Company image and reputation in the eyes of customers, 6) Responsiveness to complaints and suggestions can increase satisfaction, 7) Suitability of Expectations and Reality, 8) Emotional attachment of customers to the brand or company, 9) Strong relationships can increase loyalty and satisfaction. Customer Satisfaction Indicators. According to Kotler, Phillip (2009) in (Seles & Armiati, 2021) The measurement of community satisfaction at the Medan City Population and Civil Registration Office requires several indicators according to the following: 1) Overall satisfaction, 2) Confirmation of hope, 3) Dissatisfaction.

### **PROMOTION**

According to (Astono & Susilo, 2023) states that promotion is a set of incentive tools, mostly short-term, designed to encourage consumers to purchase certain products or services quickly and in large quantities. Factors that affect the Promotion. According to (Adzkia Nabila et al., 2023) factors that affect promotion: 1) Target Market, 2) Promotion Objectives, 3) Promotion Budget, 4) Promotion Channels, 5) Promotion Messages, 6) Competition, 7) Regulations. Promotion indicators According (Astono & Susilo, 2023) Promotion indicators are as follows: 1) Advertising, 2) Personal sales, 3) Sales promotion, 4) Direct marketing, 5) Public relations.

## SERVICE QUALITY

The quality of good service that is considered is a service that can help bring the government closer to its people. This is achieved by identifying and assessing the various challenges faced by the community and then creating an effective service plan (Gafar, 2021) Factors that affect the quality of service according to (Arai, Soichi. Toshiko, 2021) Factors that affect service quality: 1) Knowledge, skills, and experience of employees who provide services.2) Employee Attitudes and Behaviors, 3) Service Process, 4) Facilities and Equipment, 5) Management and Leadership, 6) Communication 7) Availability and Accessibility

Indicators of service quality according to (Gafar, 2021) are Tangible (completeness of facilities and infrastructure), 2) Reliability (reliability), 3) Responsiveness (responsiveness), 4) Assurance (security guarantee).

### Conceptual Framework of the Research

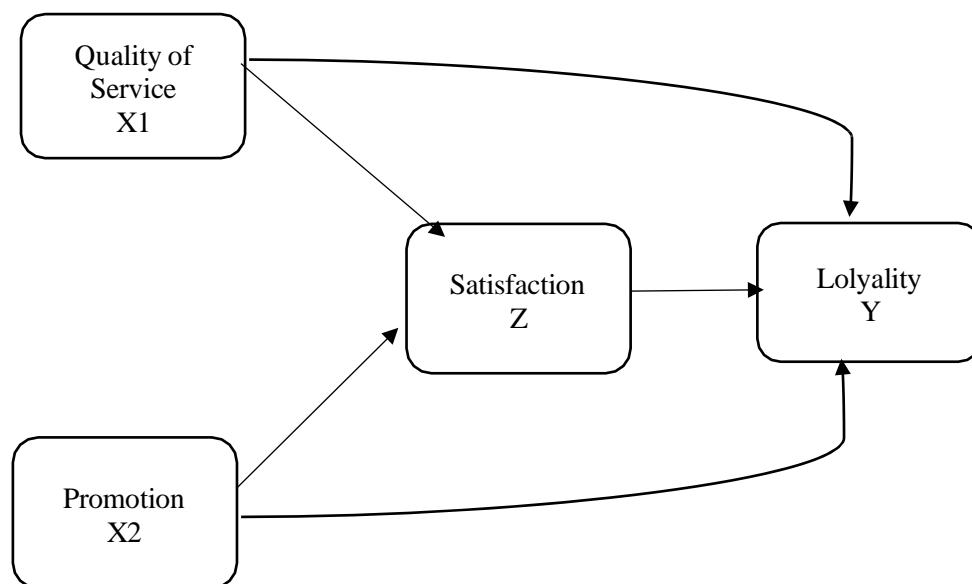


Figure 1. Conceptual Framework of the Research

### Research Hypothesis

- H1 : Service Quality has a positive and significant effect on customer satisfaction at Akela Meubel Medan
- H2 : Promotions have a positive and significant effect on customer satisfaction at Akela Meubel Medan
- H3 : Satisfaction has a positive and significant effect on customer loyalty at Akela Meubel Medan
- H4 : Service quality has a positive and significant effect on customer loyalty at Akela Meubel Medan
- H5 : Promotions have a positive and significant effect on customer loyalty at Akela Meubel Medan
- H6 : Service Quality has a positive and significant effect on customer loyalty at Akela Meubel Medan through satisfaction
- H7 : Promotions have a positive and significant effect on Customer Loyalty at Akela Meubel Medan through satisfaction

## RESEARCH METHODOLOGY

## Types of Research

The type of research that researchers use is quantitative research. According to Sugiyono (2010), quantitative research can be interpreted as a method based on the philosophy of positivism, used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments and analysis. The data is quantitative/statistical in nature with the aim of testing predetermined hypotheses. This type of quantitative research was carried out to create research that aims to adapt research and to "Analisis kualitas pelayanan dan promosi terhadap loyalitas pelanggan yang di mediasi kepuasan pada akela meubel Kota Medan

## Research Location And Research Time

The location of the research was the Akela Meubel Company, Medan City. The research period was carried out for 3 months.

## Population And Sample

Sugiyono (2017) population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population and sample in this research were Akela Meubel Company consumers, totaling 50 people (saturated sample).

## Operational Definition Of Research Variables

**Table 1. Operational Definition of Variables**

Variable Type	Definition	Indicator
Loyalty (Y)	Consumer loyalty to a brand, store, or supplier, which is reflected in a highly profitable attitude and a favorable purchasing pattern. berulang dan konsisten Maisaroh dan Nurhidayati, (2021)	1. Repurchase 2. Recommending to others 3. Immune to Competition Maisaroh dan Nurhidayati, (2021)
Customer satisfaction (Z)	satisfaction is a person's feeling of happiness or disappointment that arises from comparing the perceived performance of a product or service in accordance with the desired expectations. Rijal et al., 2024	1. Overall satisfaction 2. Confirm expectations 3. dissatisfaction. Rijal et al., 2024
Promotion (X1)	(Astono & Susilo, 2023) state that promotions are a set of incentive tools, mostly short-term, designed to encourage consumers to purchase certain products or services quickly and in large quantities. Astono & Susuilo, (2023)	1) Advertising, 2) Personal sales, 3) Sales promotion, 4) Direct marketing, 5) Public relations. Astono & Susuilo, (2023)

Variable Type	Definition	Indicator
Service Quality (2)	The good quality of service that is considered is service that can help bring the government closer to its people. Affairs This is achieved by identifying and assessing the various challenges faced by the community, and then creating an effective service plan (Gafar, 2021)	1. Tangible (completeness of facilities and infrastructure) 2. Reliability (reliability) 3. Responsiveness (responsiveness) 4. Insurance (security guarantee). Gafar, (2021)

**Source : Research, 2024**

### **Data Analysis Technique**

Data analysis in this study used Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS 3.3.3 software. According to (Gozali, 2014) Partial Least Square (PLS) is a fairly strong analysis method because it is not based on many assumptions.

#### **Outer Model**

The procedure for testing the measurement model consists of a validity test and a reliability test.

#### **Validity Test**

- a. Convergent Validity
- b. Discriminant Validity

#### **Reliability Test**

The Cronbach's alpha value is recommended to be greater than 0.7 and composite reliability is also recommended to be greater than 0.7 (Sekaran, 2014).

#### **Inner Model**

This test was carried out to determine the relationship between exogenous and endogenous constructs which have been hypothesized in this research (Hair et al., 2017). To produce inner model test values, the steps in SmartPLS are carried out using the bootstrapping method. The structural model was evaluated using R-square for the dependent variable, Stone-Geisser Q-square test for predictive elevation, and t test as well as the significance of the structural path parameter coefficients.

## **RESULTS AND DISCUSSION**

**Result** In this research, the first test carried out was the analysis of the outer model (measurement model). There are two components in the validity test, namely the convergence test and the discrimination test. The validity of convergence was assessed through an average variance extracted (AVE) score of  $> 0.5$  and a loading factor value of  $> 0.7$ . The validity of the crime was tested by cross-loading. The reliability test was determined using Cronbach's alpha  $> 0.7$  and composite reliability  $> 0.7$

Table 2. Cronbach's alpha, composite reliability, and average variance extracted

Variable	Indicator Items	Factor loading	Cronbach's alpha	Composite reliability	AVE	Conclusion
Customer Loyalty (Y)	CTL1	0,747	0,921	0,925	0,646	Reliable
	CTL2	0,761				
	CTL3	0,858				
Satisfaction (Z)	STF1	0,879	0,953	0,954	0,810	Reliable
	STF2	0,898				
	STF3	0,908				
Quality of Service (X1)	QOS1	0,749	0,883	0,886	0,632	Reliable
	QOS2	0,846				
	QOS3	0,729				
	QOS4	0,845				
Promotion (X2)	PMT1	0,753	0,903	0,909	0,594	Reliable
	PMT2	0,756				
	PMT3	0,747				
	PMT4	0,842				
	PMT5	0,831				

The factor loading score obtained based on Table 2 is more than 0.70, which means that it shows the reliability of the indicator measuring the customer loyalty process. Cronbach's alpha and composite values. liability is greater than 0.70, proving that the five variables are said to be reliable. Meanwhile, the AVE score was  $> 0.5$ , proving that each variable was declared valid. The cross-loading value with its construct is used to test the validity of discrimination. In order to evaluate the validity of discrimination, an additional method that can be applied is to compare the average variance extracted (AVE) score along with the correlation between the construct and other constructs.

Table 3. Results of the validity test of Diskrimin-Fornell Larcker Criterium

	Customer Loyalty	Satisfaction	Service Of Quality	Promotion
Customer Loyalty	0,928			
Satisfaction	0,920	0,950		
Service Of Quality	0,911	0,949	0,945	
Promotion	0,931	0,909	0,955	0,908

Based on the results of Table 3, the preference, attitude, and motivation of consumers toward the purchase decision obtained an AVE value of  $> 0.5$ , so it was declared to have passed the discrimination validity test. It can be said that variable measurement indicators have been proven to be valid in terms of discriminant validity. It can be concluded that the data model of this study meets the good criteria. After passing the validity and reliability test, the next stage is to evaluate the inner model through coefficient determination (R2) and the coefficient path test. The magnitude of the influence given by independent variables on other variables can be analyzed with R-square.

Table 4. Result R-square

	R-square (R2)	R-square adjusted
Customer Loyalty (Y)	0,922	0,919

Satisfaction (Z)	0,916	0,913
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Based on Table 4, Kinerja pemasaran R2 value of 0.919 (91.9%) was obtained due to the aspects of reputasi Perusahaan and inovasi produk melalui kompetitif advantage was influenced by 0.913 (91.3%).

Table 5. Direct Influence test results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics ( O/STDEV )	P-Value
Service of quality → Satisfaction	0,084	0,090	0,111	4,757	0,000
Promotion → Satisfaction	0,579	0,580	0,103	5,634	0,000
Satisfaction → Customer loyalty	0,182	0,185	0,094	3,935	0,000
Service quality Customer loyalty	0,282	0,282	0,101	2,802	0,005
Promosi → Customer Loyalty	0,075	0,238	0,102	2,901	0,003

Based on Table 4, the Quality of service gets t-statistics 4.757 higher than t-table (1.65) and gets p-value of 0.000 greater than 0.05. Thus, Quality of service positively and significantly affects Satisfaction so H1 is accepted. The promotion obtained a t-statistics value of 5.634 higher than the t-table (1.65) and a p-value of 0.000 greater than 0.05. It can be said that promotion positively and significantly affects Satisfaction, so H2 is accepted. Quality of service got a t-statistics value of 3.935 higher than t-table (1.65) and a p-value of 0.000 greater than 0.05. It was conclude Satisfaction that had a positive effect and significant to the Customer loyalty, then H3 is accepted. gets a t-statistics value of 2.802 higher than t-table (1.65) and a p-value of 0.005 greater than 0.05. It was concluded that Quality of Service significantly influenced the Customer loyalty , so H4 was accepted. The promotion obtained a t-statistics value of 6.508 higher than the t-table (1.65) and a p-value of 0.000 greater than 0.05 Customer loyalty . This proves that affects the customer loyalty, so H5 is accepted.

Table 6. Indirect Coefficient path test results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics ( O/STDEV )	P-Value
Quality of service → customer loyalty → Satisfaction	0,084	0,090	0,111	4,757	0,000

Promotion → Customer loyalty → Satisfaction	0,579	0,580	0,103	5,634	0,000
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Quality of service obtained a t-statistics value of 4.757 higher than t-table (1.65) and a pvalue of 0.000 greater than 0.05. This proves that Quality of service has a positive and significant effect on Padially mediated customer loyalty , higher H6 is accepted. The Promotion obtained a t-statistics value of 5.634 higher than the t-table (1.65) and a p-value of 0.000 greater than 0.05. This proves that in promotion have a significant positive effect on satisfaction-mediated customer loyalty, so H7 is accepted.

#### **The Influence of service quality on customer satisfaction**

From the statistical test results, servive quality (X1) has a significant effect on customer satisfaction (Z ). The influence of service quality on customer satisfaction is huge. Service quality refers to how a company or service provider meets customer expectations, both in terms of products, services, speed, friendliness, and convenience. When the quality of service is high, customers tend to feel satisfied, which in turn can affect their loyalty. When the quality of service is high, customer satisfaction tends to increase because customers feel well served, which also has the potential to increase loyalty and positive recommendations.

#### **The Influence of promotion on cutomer satisfaction**

From the statistical test results, promotion (X2) has a significant effect on customer satisfaction (Z ). Promotion has a significant influence on consumer satisfaction. In general, promotions serve to attract consumers' attention, influence purchase decisions, and create positive experiences that can increase satisfaction. However, the impact on satisfaction can vary depending on the type of promotion given and how the promotion is perceived by consumers.

#### **The Influence of satisfaction on cutomer loyalty**

From the statistical test results, satisfaction (Z) has a significant effect on customer Loyalty (Y). Consumer satisfaction has a huge influence on consumer loyalty. In general, consumer satisfaction can be considered an important first step in creating long-term loyalty. When consumers are satisfied with the product or service they receive, their likelihood of remaining loyal and making a repeat purchase will increase.

#### **The Influence of service quality on cutomer Loyalty**

From the statistical test results, servive quality (X1) has a significant effect on or the brand.customer Loyalty (Y). The influence of service quality on customer loyalty is huge. Good service quality can not only increase customer satisfaction, but also play a direct role in creating and maintaining customer loyalty in the long run. When customers feel that the services they receive meet or exceed their expectations, they are more likely to remain loyal and transact on a recurring basis with the company

#### **The Influence of Promosi on cutomer loyalty**

From the statistical test results, price (X2) has a significant effect on customer loyalty (Y). Promotions have a significant influence on customer loyalty, although their influence may vary depending on the type of promotion, how often the promotion is conducted, as well as how well the promotion is received by the customer. Well-designed promotions

can create a sense of appreciation and improve the customer experience, which in turn can encourage loyalty.

### **The Influence of service quality on customer loyalty melalui customer satisfaction**

From the statistical test results, service quality (X1) has a significant effect on customer loyalty (Y) through customer satisfaction (Z). The influence of service quality on customer loyalty through satisfaction is a very important concept in business management. In general, good service quality increases customer satisfaction, and this satisfaction acts as a link that strengthens customer loyalty to the company or brand.

### **The Influence of promotion on customer loyalty melalui customer satisfaction**

From the statistical test results, price (X2) has a significant effect on customer loyalty (Y) through customer satisfaction (Z). Promotions have a significant influence on customer loyalty, although their influence can vary depending on the type of promotion, how often the promotion is conducted, as well as how the promotion is received by the customer. Well-designed promotions can create a sense of appreciation and improve the customer experience, which in turn can encourage loyalty. Here are some ways promotions can affect customer loyalty

## **CONCLUSION**

From the results and discussion in the research, it is concluded that there is a positive and significant influence between price and customer loyalty. There is a positive and significant influence between promotion on customer satisfaction and the satisfaction variable is able to mediate service quality and promotion on customer loyalty at Akela Mebel, Medan City.

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