The Influence of Service Quality on Costumer Satisfaction and Its Implication on Costumer Loyalty (A Study at Yomart Store Kasomalang. Subang Regency)

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Abstrack

Increasing competition in the retail industry makes service quality a crucial factor in maintaining customer satisfaction and loyalty. This study aims to analyze the effect of service quality on customer satisfaction and its implications for customer loyalty at Yomart Kasomalang. The research employs a quantitative approach using a survey method with 98 respondents selected through purposive sampling, consisting of customers who have shopped more than once. Data were collected using questionnaires and analyzed through validity and reliability tests, classical assumption tests, multiple linear regression, and path analysis with the assistance of SPSS 26 software. The results indicate that service quality has a positive and significant effect on customer satisfaction but does not directly affect customer loyalty. Customer satisfaction has a positive and significant effect on customer loyalty and fully mediates the effect of service quality on loyalty. These findings confirm that loyalty is formed through satisfaction driven by high-quality service. The practical implication of this research is the need to improve service dimensions, particularly reliability, and conduct regular customer satisfaction evaluations to foster long-term loyalty.

Keywords: Service quality, Customer Satisfaction, and Customer Loyalty.

Introduction

Indonesia's retail industry has experienced significant growth in line with the development of globalization and digitalization. According to APRINDO (2023), the modern retail sector grew by 4.8%, with minimarkets as the dominant segment. In the intense competition between Alfamart, Indomaret, and Yomart, service quality has become an important differentiating factor. A survey by MRI (2022) revealed that 72% of Indonesian consumers tend to return to stores with good service even when prices are higher, while 65% would stop shopping if the service is poor.

Yomart Kasomalang, as part of the Yomart network in West Java, faces significant challenges in maintaining customer loyalty. Fierce competition and a smaller number of outlets

compared to competitors such as Indomaret and Alfamart result in lower visibility and accessibility.

Sales data for 2024 shows that Yomart's total sales (IDR 5.67 billion) were lower compared to Alfamart (IDR 8.42 billion) and Indomaret (IDR 9.11 billion). The average monthly sales of Yomart Kasomalang were 33% lower than those of Alfamart Kasomalang and 37% lower than those of Indomaret Kasomalang.

Yomart's sales also exhibited a fluctuating pattern. Sales growth only occurred in certain months such as January, March, April, and December, which coincided with promotional periods or major events (Ramadhan, Eid al-Fitr, and New Year). Outside of these periods, Yomart failed to reach its monthly sales targets, reinforcing the notion that customer loyalty has not been strongly established. According to Kotler and Keller (2020), service quality has a significant impact on customer satisfaction and loyalty, which ultimately affects sales growth. When customers do not perceive added value from a product or service, they tend to migrate to competitors that they consider superior (Merdiani, 2019).

Therefore, improving service quality is a crucial aspect for Yomart Kasomalang to enhance customer satisfaction and build sustainable customer loyalty. Improvement efforts can be focused on the SERVQUAL dimensions—tangibles, reliability, responsiveness, assurance, and empathy. In doing so, Yomart is expected to compete more effectively with other retailers that already have a stronger image in the eyes of consumers. Based on the phenomena and data mentioned, this study aims to analyze the effect of service quality on customer satisfaction and its implications for customer loyalty at Yomart Kasomalang, Subang Regency.

Methods

This study employs a quantitative approach with a survey method to analyze the relationships among the predetermined variables. This approach allows the researcher to process numerical data collected through standardized instruments. According to Sugiyono

(2022), the quantitative approach is used to study a particular population or sample by employing research instruments to measure the variables under investigation.

Results and Discussion

Results

Table 1 Respondents' Characteristics by Gender

Gender	Frequency	Percentage
Female	53	54.1%
Male	45	45.9%
Total	98	100%

Source: Data processed by the researcher, 2025

From the table above, it can be seen that the majority of respondents are female, totaling 53 people (54.1%), while male respondents are 45 people (45.9%). This indicates that female customers were more dominant in filling out the questionnaire in this study.

Table 2 Respondents' Characteristics by Age

Age Range	Frequency	Percentage
15 – 25	43	43.9%
25 – 35	36	36.7%
35 – 45	11	11.2%
45 – 55	8	8.2%
Total	98	100%

Source: Data processed by the researcher, 2025

Based on the table above, the smallest group of respondents falls within the 45–55 age range, totaling 8 people (8.2%). The largest group is within the 15–25 age range, totaling 43 people (43.9%). This indicates that the majority of respondents in this study are young adults.

Table 3 Respondents' Characteristics by Occupation

Occupation	Frequency	Percentage
Private Employee	50	51.0%
Housewife	31	31.6%
Student	11	11.2%
Trader	4	4.2%
Civil Servant	2	2.0%
Total	98	100%

Source: Data processed by the researcher, 2025

Based on the table above, most respondents in this study work as private employees, totaling 50 people (51%). The second largest group consists of housewives with 31 respondents (31.6%), followed by students with 11 respondents (11.2%). Respondents working as traders and civil servants are relatively few, with 4 respondents (4.2%) and 2 respondents (2%) respectively. This indicates that the majority of respondents who filled out the questionnaire are private employees and housewives.

Table 4 Respondents' Characteristics by Domicile

Domicile	Frequency	Percentage
Kasomalang Wetan Village	64	65.2%
Kasomalang Kulon Village	10	10.2%
Tenjolaya Village	8	8.2%
Bojongloa Village	8	8.2%
Sukamelang Village	8	8.2%
Total	**98**	**100%**

Source: Data processed by the researcher, 2025

Based on the table above, most respondents come from Kasomalang Wetan Village, totaling 64 people (65.2%), followed by Kasomalang Kulon Village with 10 people (10.2%). The remaining respondents are evenly distributed across Bojongloa, Tenjolaya, and Sukamelang Villages, each with 8 respondents (8.2%). This indicates that the majority of Yomart Kasomalang customers live in surrounding villages, particularly Kasomalang Wetan Village.

Table 5 Frequency of Shopping

Shopping Frequency	Frequency	Percentage
Ever Shopped More Than Once	98	100%
Total	**98**	**100%**

Source: Data processed by the researcher, 2025

Based on the table above, all respondents (98 people or 100%) stated that they shop at Yomart Kasomalang at least once per month. This confirms that all respondents involved in this study are active customers who regularly make purchases, making them capable of providing relevant evaluations of service quality, satisfaction, and loyalty.

Validity Test

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Table 6 Validity Test

Variable	Statement	r-count	r-table	Validity
Service Quality (X)	X1	0.553	0.198	Valid
	X2	0.519	0.198	Valid
	X3	0.461	0.198	Valid
	X4	0.557	0.198	Valid
	X5	0.670	0.198	Valid
	X6	0.575	0.198	Valid
	X7	0.641	0.198	Valid
	X8	0.546	0.198	Valid
	X9	0.505	0.198	Valid
	X10	0.505	0.198	Valid
Costumer Satisfaction (Y)	Y1	0.717	0.198	Valid
	Y2	0.661	0.198	Valid
	Y3	0.776	0.198	Valid
	Y4	0.733	0.198	Valid
	Y5	0.662	0.198	Valid
Customer Loyalty (Z)	Z1	0.745	0.198	Valid
	Z2	0.652	0.198	Valid
	Z3	0.716	0.198	Valid
	Z4	0.670	0.198	Valid
	Z5	0.699	0.198	Valid
	Z6	0.509	0.198	Valid

Based on the results of the validity test above, the variables of service quality, customer satisfaction, and customer loyalty show that the calculated *r* values are greater than the *r*-table value (0.198). Therefore, it can be concluded that all items are valid and appropriate to be used in this study.

Reliability Test

Table 7 Reliability Test Results

Variable	Cronbach's Alpha	Standard	Remark
Service Quality	0.747	0.60	Reliable
Customer Satisfaction	0.755	0.60	Reliable
Customer Loyalty	0.747	0.60	Reliable

Source: Data processed by the researcher, 2025

Based on the results of the reliability test in the table above, it is evident that all variables in this study have Cronbach's Alpha values of ≥ 0.60. Therefore, it can be concluded that the questionnaire instrument used in this research meets the reliability requirement and is suitable for further analysis.

Normality Test

Table 8 normality Test Model I

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		98
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.17148349
Most Extreme Differences	Absolute	.052
	Positive	.052
	Negative	-.049
Test Statistic		.052
Asymp. Sig. (2-tailed)[c]		.200[d]

Source: SPSS26 Output3, data processed by the researcher, 2025

The Kolmogorov-Smirnov significance value of 0.2 (greater than 0.05) indicates that the residual data are normally distributed.

Table 9 Normality Test Model II

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		98
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.06834794
Most Extreme Differences	Absolute	.073
	Positive	.073
	Negative	-.069
Test Statistic		.073
Asymp. Sig. (2-tailed)[c]		.200[d]

Source: SPSS26 Output3, data processed by the researcher, 2025

The Kolmogorov-Smirnov significance value of 0.2 (greater than 0.05) also indicates that the residual data are normally distributed.

Heteroscedasticity Test

Table 10 Glesjer Test Model I

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	1 (Constant)	1,866	0,753		2,479	0,015
	Service Quality	-0,006	0,025	-0,025	-0,245	0,807

a. Dependent Variable: Abs_res1

Source: SPSS26 Output3, data processed by the researcher, 2025

Based on the table above, the significance value of the Service Quality variable is 0.807 (> 0.05), indicating that there is no heteroscedasticity symptom in Model I.

Table 11 Glesjer Test Model II

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,473	1,074		3,235	0,002
	Service Quality	-0,028	0,056	-0,079	-0,494	0,622
	Costumer Satisfaction	-0,019	0,091	-0,034	-0,211	0,833
a. Dependent Variable: Abs_res2						

Source: SPSS26 Output3, data processed by the researcher, 2025

The significance values for Service Quality and Customer Satisfaction are 0.622 and 0.833 respectively (both > 0.05). This indicates that no heteroscedasticity problem exists in Model II. Therefore, the regression model satisfies the assumption of homoscedasticity.

Multicollinearity Test

Table 12 Multicollinearity Test Results Model I

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service Quality	1,000	1,000
a. Dependent Variable: Costumer Satisfaction			

Source: SPSS26 Output3, data processed by the researcher, 2025

Based on the table above, the Tolerance value is 1.000 (> 0.10) and the VIF value is 1.000 (< 10), indicating that there is no multicollinearity in Equation I.

Table 13 Multicollinearity Test Results Model II

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service Quality (X)	0,410	2,441
	Costumer Satisfaction (Y)	0,410	2,441
a. Dependent Variable: Costumer Loyalty (Z)			

Source: SPSS26 Output3, data processed by the researcher, 2025

Based on the table above, the results of the multicollinearity test for the second equation, which involves two independent variables, namely Service Quality and Customer Satisfaction, show that each variable has a Tolerance value of 0.410 and a VIF value of 2.441. According to the threshold set by Ghozali (2021), a Tolerance value greater than 0.10 and a VIF value less than 10 indicate that there is no multicollinearity in the model. This means that there is no multicollinearity relationship between the independent variables in the second regression model. Thus, the second regression model also meets the assumption of no multicollinearity and is suitable for further analysis.

Multiple Linear Regression Test

Table 14 Multiple Linear Regression Test Model I

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,250	1,202		1,040	0,301
	Service Quality	0,472	0,040	0,768	11,764	0,000
a. Dependent Variable: Costumer Satisfaction						

Source: SPSS26 Output3, data processed by the researcher, 2025

$$\mathbf{Y = \beta\alpha + \beta_1 X + e_1}$$
$$\mathbf{Y = 1{,}250 + 0{,}472 + e_1}$$

If there is no improvement in service quality (X = 0), the customer satisfaction value is 1.250 (the constant value). For every one-unit increase in service quality, customer satisfaction will increase by 0.472, assuming other factors remain constant. Since the coefficient $\beta_1 = 0.472$ is positive, it indicates that service quality has an effect on customer satisfaction.

Table 15 Multiple Linear Regression Test Model II

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,587	1,717		2,089	0,039
	Service Quality	0,170	0,089	0,224	1,907	0,060
	Costumer Satisfaction	0,605	0,145	0,491	4,172	0,000
a. Dependent Variable: Costumer Loyalty						

Source: SPSS26 Output3, data processed by the researcher, 2025

$$\mathbf{Z = \beta\alpha + \beta_1 X + \beta_2 Y + e_2}$$
$$\mathbf{Z = 3,587 + 0,170 + 0,605 + e_2}$$

Based on the regression equation, it can be concluded that: The constant value of 3.587 indicates that if service quality (X) and customer satisfaction (Y) are considered zero, then the value of customer loyalty (Z) is 3.587.

t-test

The t-test is conducted to examine the effect of each independent variable on the dependent variable individually (partially).

Table 16 t-Test Results for Model I

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,250	1,202		1,040	0,301
	Service Quality	0,472	0,040	0,768	11,764	0,000
a. Dependent Variable: Costumer Satisfaction						

Source: SPSS26 Output3, data processed by the researcher, 2025

In Equation I, which tests the effect of service quality on customer satisfaction, the Since t-calculated (11.764) > t-table (1.985) and the significance value (0.000) < 0.05, it can be concluded that service quality has a significant effect on customer satisfaction.

Table 19 t-Test Results for Model I

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,587	1,717		2,089	0,039
	Service Quality	0,170	0,089	0,224	1,907	0,060
	Costumer Satisfaction	0,605	0,145	0,491	4,172	0,000
a. Dependent Variable: Costumer Loyalty						

Source: SPSS26 Output3, data processed by the researcher, 2025

Service quality does not have a significant direct effect on customer loyalty because t-calculated (1.907) < t-table (1.985) and the significance value (0.060) > 0.05. Meanwhile, customer satisfaction has a significant effect on customer loyalty because t-calculated (4.172) > t-table (1.985) and the significance value (0.000) < 0.05.

F-Test Results

Table 20 F-Test Results

ANOVA[a]						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	780,891	2	390,445	40,617	<,001[b]
	Residual	913,232	95	9,613		
	Total	1694,122	97			

a. Dependent Variable: Costumer Loyalty
b. Predictors: (Constant), Costumer Satisfaction, Service Quality

Source: SPSS26 Output3, data processed by the researcher, 2025

F-table = F(df; n − df) = F(3; 98 − 3) = 3.09.

Since F-calculated = 40.617 > F-table = 3.09 and Sig. = 0.000 < 0.05, it can be concluded that service quality and customer satisfaction simultaneously have a significant effect on customer loyalty.

Coefficient of Determination Test

Table 21 Coefficient of Determination Test (R^2) Model I

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768[a]	0,590	0,586	2,183

Source: SPSS26 Output3, data processed by the researcher, 2025

Based on Table 21, the results of the Coefficient of Determination (R^2) Test for Equation I show that the R Square value is 0.590, which means that 59.0% of the variation or change in the customer satisfaction variable can be explained by the service quality variable in the regression model used, while the remaining 41.0% is explained by other factors outside the model that were not included in this study.

The Adjusted R Square value of 0.586 indicates that, after being adjusted for the number of variables and sample size, the model's explanatory power remains stable and sufficiently strong, meaning that this regression model is appropriate to explain the relationship between the variables.

Table 22 Coefficient of Determination Test (R^2) Model II

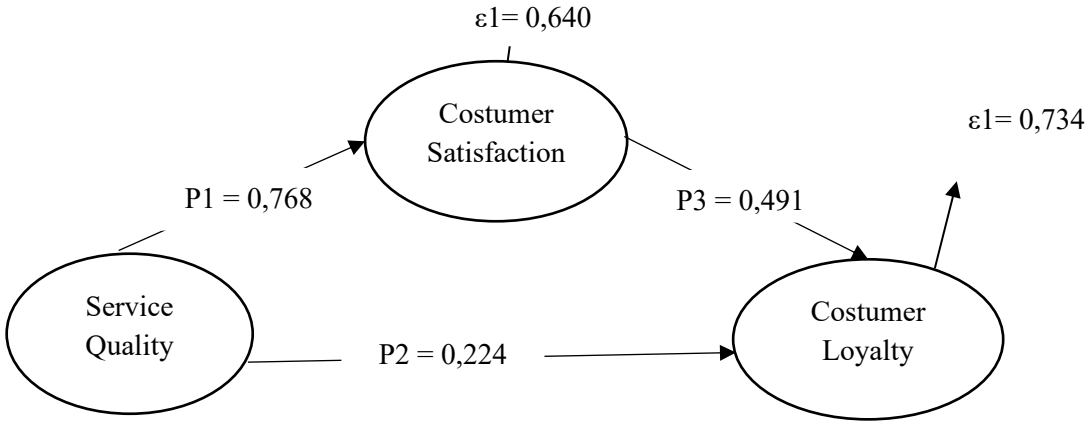
Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.679[a]	0,461	0,450	3,100

Source: SPSS26 Output3, data processed by the researcher, 2025

Based on Table 22, the results of the Coefficient of Determination (R^2) show that the R Square value is 0.461, which means that 46.1% of the variation or changes in the customer loyalty variable can be explained jointly by the service quality and customer satisfaction variables in the regression model, while the remaining 53.9% is influenced by other factors not included in this research model. In addition, the Adjusted R Square value of 0.450 indicates that, after being adjusted for the number of variables and sample size, the model's ability to explain the relationship between variables remains fairly good, and this regression model is appropriate for further testing.

Path Analysis

Figure 1.1 Path Analysis



Source: Data processed by the researcher, 2025

Explanation of ε_1 and ε_2 calculations:

$\varepsilon 1 = \sqrt{1 - R^2}$ Model 1 = $\varepsilon 1 = \sqrt{1 - 0{,}590} = \sqrt{0{,}410} = 0{,}640$

$\varepsilon 2 = \sqrt{1 - R^2}$ Model II = $\varepsilon 2 = \sqrt{1 - 0{,}461} = \sqrt{0{,}539} = 0{,}734$

Based on Figure 1.1, the path analysis illustrates the relationship between Service Quality, Customer Satisfaction, and Customer Loyalty. The interpretation of the path coefficients is as follows:

1. Path from Service Quality to Customer Satisfaction (P1 = 0.768):

   This path indicates a strong and significant influence. This means that the better the service quality provided, the higher the level of customer satisfaction.

2. Path from Customer Satisfaction to Customer Loyalty (P3 = 0.491):

   This path also shows a positive and significant influence. In other words, customers who are satisfied tend to become more loyal to Yomart.

3. Path from Service Quality to Customer Loyalty (P2 = 0.224):

   This path shows a positive but statistically insignificant influence. This implies that service quality alone is not strong enough to form loyalty without first creating customer satisfaction.

4. Residual/Error Values (E1 and E2):

   E1 = 0.640: Indicates that 64% of customer satisfaction is influenced by other factors outside of service quality.

   E2 = 0.734: Indicates that 73.4% of customer loyalty is influenced by other factors outside of service quality and customer satisfaction.

5. Mediation Test

   The mediation test in this study was conducted using the Sobel test. To examine the significance of the mediation effect, the Sobel test was calculated using the following formula:

$$Y = \frac{P1 \times P3}{\sqrt{(P3^2 \times SE_a^2)+(P1^2 \times SE_b^2)}}$$

   Given:

   Y = Customer Satisfaction (mediating variable)

   P1 = 0.472 ; SEa = 0.040

P3 = 0.605 ; SEb = 0.145

The Sobel test formula is:

$$Y = \frac{0{,}472 \times 0{,}605}{\sqrt{(0{,}605^2 \times 0{,}040^2)+(0{,}472^2 \times 0{,}45^2)}} = 3{,}93$$

The Sobel test produced a value of Z = 3.93, which is greater than the critical value of 1.96. This indicates that the indirect effect is statistically significant. Therefore, it can be concluded that service quality has a significant effect on customer loyalty through customer satisfaction.

Discussion

The results of this study indicate that service quality has a positive and significant effect on customer satisfaction at Yomart Kasomalang. This is evidenced by the path coefficient value of 0.768 and a significance level of 0.000, meaning that the first hypothesis (H1) is accepted. These findings are consistent with previous studies conducted by Ikam Putra et al. (2021), Sri Rahayu (2022), and Kristanto C. (2022). Measurement of service quality using the five SERVQUAL dimensions (tangibles, reliability, responsiveness, assurance, and empathy) shows that although the effect is significant, customers' perception of service remains relatively neutral, particularly regarding employee appearance, price information, and service speed.

In contrast, the direct effect of service quality on customer loyalty is not significant, with a significance value of 0.060 (>0.05), leading to the rejection of the second hypothesis (H2). This indicates that good service alone is not sufficient to build loyalty without being preceded by satisfaction. The average customer loyalty score also falls within the neutral category, especially in indicators related to recommendations and emotional perceptions of the store.

Furthermore, customer satisfaction has been proven to have a positive and significant effect on customer loyalty, as indicated by a regression coefficient of 0.605 and a significance level of 0.000. Thus, the third hypothesis (H3) is accepted, supporting the findings of Fifana K. Putri (2021), Agiesta et al. (2021), and Tsalatsa & Tri (2021). Although the average customer

satisfaction is in the neutral category, there is potential for higher loyalty if satisfaction is improved, particularly in aspects of service that exceed customer expectations.

Finally, service quality indirectly affects customer loyalty through customer satisfaction. Path analysis results show that the indirect effect (0.377) is greater than the direct effect (0.170). The Sobel test produces a Z value of 3.93 (>1.96), confirming that satisfaction significantly mediates the relationship between service quality and customer loyalty. Thus, the fourth hypothesis (H4) is accepted. The mediation is classified as full mediation, meaning that service quality becomes effective in building loyalty only when it is able to first create customer satisfaction. These findings support the studies of Kristanto C. (2022) and Ahmad et al. (2022), reinforcing the importance of service strategies oriented toward customer satisfaction as a prerequisite for building customer loyalty.

Conclusion

This study concludes that service quality has a positive and significant effect on customer satisfaction at Yomart Kasomalang. The better the service quality provided, the higher the level of customer satisfaction. However, service quality does not have a direct effect on customer loyalty, indicating that good service alone is not sufficient to create loyalty without being preceded by customer satisfaction.

Conversely, customer satisfaction has been proven to have a significant effect on loyalty, as satisfied customers tend to make repeat purchases, maintain a positive perception, and are willing to provide recommendations. Furthermore, customer satisfaction significantly mediates the relationship between service quality and loyalty, with a full mediation effect, indicating that satisfaction is a key factor in effectively building customer loyalty.

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