

## The Influence of Service and Relationship Quality to Satisfaction Consumer Reefer Container Meat in PT Company Indogal Trading

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**Abstract:** The purpose of this study is to examine the effect of service quality and relationship quality on consumer satisfaction that has an impact on consumers with their loyalty, especially in the distribution of meat reefer containers by PT Indogal Trading. The main problems identified are low loyalty and consumer satisfaction, on service issues such as late delivery, temperature fluctuations, and less than optimal complaint management. The study population consisted of 105 consumers of PT Indogal Trading in 2023 representing 50 companies, with a sample of 83 respondents using the simple random sampling method. Data collection by analyzing and collecting questionnaires with SMART PLS. The results of the study stated that service quality and relationship quality have a significant influence on consumer satisfaction and loyalty. In addition, consumer mediation of their satisfaction is specifically the influence of service quality and relationship quality on consumer loyalty. In conclusion, increasing service quality and relationships can significantly increase consumer satisfaction and loyalty. Managerial suggestions provided include increasing service consistency, better temperature management, and increasing responsiveness to consumer complaints to strengthen consumer loyalty.

**Keywords :** Service Quality, Relational Quality, Customer Satisfaction, Loyalty, Reefer Container.

### 1. INTRODUCTION

In Indonesia, import and distribution meat use *reefer container* also showed significant development, especially in meeting the increasing domestic needs. The success of PT Indogal is inseparable from the company's efforts in strengthening the distribution network, expanding the refrigerated container fleet, and adopting more sophisticated tracking and logistics management technology. They have a rampant cooperation network with various parties known locally and internationally, to ensure that the supply of quality meat can always be available in the Indonesian market. PT Indogal's main products include imported beef from Spain (Rubia Gallega) and from other countries such as Australia, the US, New Zealand, and India. In addition to imported products, PT Indogal also developed local livestock by importing genetic livestock from Spain, such as Galician Blond Cattle, which is known for its high quality. Their products have become a mainstay for various business sectors in Indonesia, including hotels, restaurants, and catering (Horeca).

In terms of the meat market share in Indonesia, the need for meat continues to increase. with projection growth 7.6% per year until 2029. PT Indogal is one of the five largest beef importers in Indonesia. Although exact data on their market share is not available, the company's contribution to market demand is quite significant, especially with its wide distribution channel penetration .

PT Indogal's competitors include other large companies engaged in meat imports, such as PT Champs. PT Indogal's main competitors compete in the same market, namely the Horeca sector, modern retail, and meat processing. This competition is getting tighter along with the increasing demand for high-quality imported meat.

Based on consumer data, PT Indogal shows that they have served more than 50 clients in the last five years. Their main consumers include large hotels such as Fairmont Hotel and restaurant chains such as Byurger Burger, which rely on the quality of PT Indogal's meat to meet their business needs. The following is a table containing data on the increase and decrease of PT Indogal's consumers from 2019 to 2023:

**Table 1.** Consumer Data

Year	Amount Consumer (B2B)	Increase/Decrease (%)
2019	35	-
2020	40	+14.3%
2021	45	+12.5%
2022	48	+6.7%
2023	50	+4.2%

Based on data from PT Indogal, there was a 14.3% increase in the number of consumers. In 2022, the increase in the number of consumers slowed to **6.7%**. This is likely due to the stabilization of local meat supplies after partial recovery. from impact pandemic. Growth on year 2023 reach **4.2%**, with the imported meat market starting to stabilize.

Following survey introduction with 30 Respondent related loyalty Consumers:  
Preliminary survey of consumer loyalty

Statement	No (Score)	Yes (Score)	Amount	Percentage Increase (%)
I will return use service PT Indogal Trading For distribution meat in future .	8	22	30	27%
Price And cost delivery <i>reefer container</i> worth it with quality service which are given.	15	15	30	50%
I recommend PT Indogal Trading to my business partners.	10	20	30	33%

In terms of consumer loyalty, 27% of consumers stated that they were hesitant to use PT Indogal Trading services again in the future. This to signify that loyalty Still Can improved. Matter This Also related with price and shipping costs, where 50% of

consumers feel that the costs charged are not commensurate with the quality of service. However, the majority of consumers, namely 67%, are still willing to recommend the company to their business partners.

Consumer satisfaction is an important indicator in determining the success of a company in providing quality products according to market expectations. Less responsive communication, especially in responding to complaints or input from consumers.

Following survey introduction with 30 Respondent related satisfaction Consumer:  
Preliminary survey of consumer satisfaction

Statement	No (Score)	Yes (Score)	Amount	Percentage Increase (%)
PT Indogal Trading guard good communication with consumers.	12	18	30	40%
I feel PT Indogal Trading pay attention to my needs as a consumer.	15	15	30	50%
Connection Which I get up with PT Indogal Trading make I more believe on service they.	18	12	30	60%

In terms of relationship quality, 40% of consumers feel that PT Indogal Trading has not maintained good communication. In addition, 50% of consumers feel that their needs have not been sufficiently attended to, which indicates that more personal attention is needed. Consumer trust in PT Indogal Trading services is also still low, with 60% of consumers feeling that the relationship built is not enough to foster full trust.

In the case of PT Indogal Trading, improving the quality of service and It is hoped that the relationship can overcome existing problems, increase consumer satisfaction, and ultimately create strong loyalty in the Indonesian meat distribution market.

## 2. BASIS THEORY

Consumer loyalty is a quality interaction and ongoing satisfaction. Nitisusastro (2020) argues that consumer loyalty is formed from repeated positive experiences, where customers feel satisfied and want to keep coming back. Tjiptono (2021) defines loyalty as a consumer's commitment to repurchase a product. This commitment shows a high level of trust in the products or services offered. Harjanto (2022) explain that loyalty own reflection behavior purchase consistent from customers, which is an indicator that the company has succeeded with Consumer loyalty refers to the customer's desire to do repeat

purchases and support the company. Dimensions of consumer loyalty include:

a. Loyalty Behavior ( *Behavioral Loyalty* )

Describes the actions of customers who use company services and purchase products repeatedly.

b. Loyalty Emotional ( *Emotional Loyalty* )

Refers to a customer's emotional attachment to a brand or company, which can create a deep sense of pride and involvement.

c. Commitment Brand ( *Brand Commitment* ).

Indicates the level of customer commitment to stick with a particular brand despite alternatives available in the market.

Service quality is a crucial aspect in service management that reflects an organization's ability to meet customer expectations. According to Tjiptono (2019), service quality is the ability to consistently meet customer expectations. This shows that in building a good reputation, organizations must be able to provide services that not only meet but also exceed customer expectations. Lupiyoadi (2020) emphasized that service quality reflects efforts to meet customer needs in a satisfactory manner, illustrating the importance of active efforts in providing high-quality services.

Zeithaml et al. (2021) also measure service quality based on reality and expectations in the gaps created and felt by customers. This approach allows organizations to identify gaps in their services and design improvement measures. Berry (2022) emphasizes that quality service is the ability to meet customer needs with adequate performance.

Service quality is an important concept related to how well the service is received by customers and can meet or even exceed their expectations. Gani (2021) added that service quality is not just about meeting customer expectations, but also about how companies can create a service experience that can exceed customer expectations, thereby creating higher satisfaction.

Relationships in business are becoming increasingly important in maintaining long-term relationships between companies and customers. Iskandar (2021) stated that good business relationships require consistent and transparent communication. Effective communication not only builds trust, but also creates channels for constructive feedback, which can help a company increase service. Hassan (2020) emphasize that

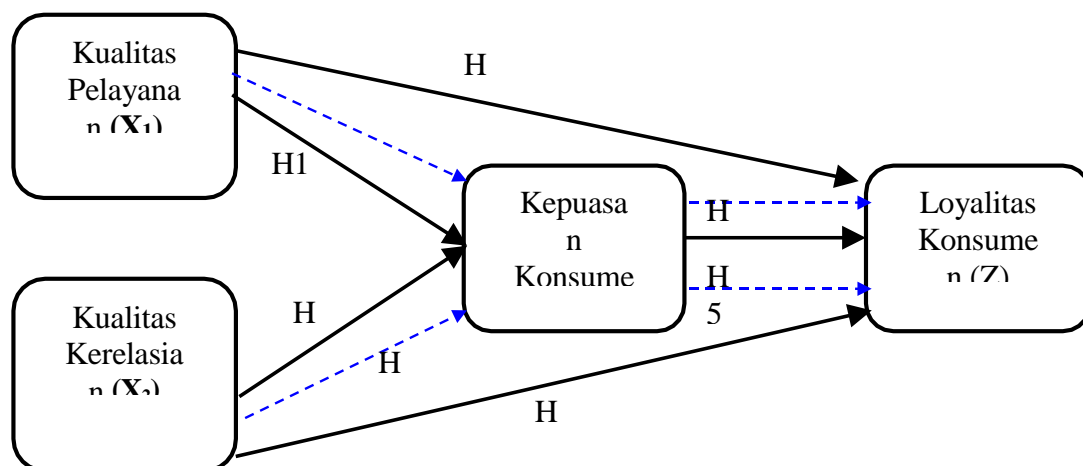
Relationship quality is characterized by trust and commitment to the relationship between the company and the customer, which is a key element in maintaining a mutually beneficial relationship.

Susanto (2022) highlights the importance of trust and loyalty in business relationships. When customers feel confident in a company, they tend to return and make further purchases, and have recommendations for others regarding products and services. Mulyadi (2019) defines customer relationship quality as a mutually beneficial interaction. Good interactions not only benefit the company, but also add value to customers, thereby increasing overall satisfaction.

Important indicators in assessing the success of a service or product. Sutanto (2020) explains that consumer satisfaction is an evaluation made by consumers of the service received. This evaluation reflects how customers feel about their experience, both positive and negative. Ferdinand (2021) adds that satisfaction is achieved when a product or service meets the expectations set by customers. In this case, expectations are a key factor in shaping consumer satisfaction.

Husein (2022) emphasized that satisfaction depends on customer perceptions and expectations of the services provided. When customers feel that the product or service they receive is appropriate or better, their level of satisfaction increase. Victory (2019) to put forward that level satisfaction Consumers also have an influence on product and service quality. Product quality and service quality must be considered so that customers feel satisfied.

According to the research topic, the research variables use a structural model if each dependent/endogenous variable is determined by a set of independent/exogenous variables. The following is the conceptual framework of the research:



Information :

Picture 2.1. Framework theory

Direct influence ~~Influence~~ No direct  
----->

### 3. METHOD STUDY

The research design is a quantitative method. The author describes the impact of service quality, relationship quality, and satisfaction as independent variables and consumer loyalty as dependent variables. Research strategy using causality (causality). The associative approach is research problem formulation asks about the influence of two or more variables (Sugiyono, 2018). Causality is causality. Independent variables (variables that influence) and dependent variables (influenced) (Sugiyono, 2018). The purpose of this study is to test the independent variables (predictive variables), hypotheses investigate the explanation of the causal effects between two or more variables with service quality, relationship quality and satisfaction. The relevant variables (predictive variables) are consumer loyalty.

According to Sugiyono (2017) Simple Random Sampling is the taking of sample members of the population randomly without considering the strata in the population. Sampling uses the *Taro Yamane formula* as explained by Ridwan and Engkos Achmad Kuncoro (2010:44) which is formulated.

Information:

n = Number of samples

N = Population size

d = Population set (5% = 0.05 )

Based on formula the obtained amount sample as following:

$$n = \frac{105}{1 + 105 \cdot 0.05^2}$$

$$n = \frac{105}{1 + 0.26}$$

$$n = \frac{105}{1.26}$$

$$n = 83.2 = 83 \text{ samples}$$

## Definition Operational Variables

**Table 3.** Grid Instrument

Research Variables	Definition Variables	Dimensions	Indicator	Scale
<b>Consumer Loyalty</b>	a deep commitment from customers to repeatedly purchase a product or use a service company, resulting from positive experiences and quality interactions. There is three dimensions main thing in consumer loyalty: first, behavioral loyalty which reflects the real actions of customers in do repeat purchases; second, emotional loyalty which describes customers' emotional attachment to the brand, creating a sense of pride and involvement; and Third, brand commitment which shows customers' reluctance to switch to other alternatives in the market.	<b>1. Behavioral Loyalty</b>	a. Frequency repeat purchase of a product or service.	Likert With scale 1- 5
			b. Involvement in the loyalty program.	
			Product recommendation behavior to person other.	
		<b>2. Emotional Loyalty</b>	a. Attachment emotional towards the brand.	
			b. Flavor pride in having or use product.	
			c. Response positive to brand in social situations.	
		<b>3. Brand Commitment</b>	a. Readiness to survive with brand though There is alternative other.	
			b. Improvement purchase in future .	
			c. Guard long term relationship long with brand.	
<b>Quality of Service</b>	important aspects in service management that reflect an organization's ability to meet and exceed customer expectations. This means consistency in meeting customer expectations, as well as active efforts in providing satisfactory service. The main dimensions of service quality covering tangibles (evidence) physique), Which includes facilities and equipment; reliability, which is related to with consistency and accuracy; responsiveness	<b>1. Tangibles (Evidence) Physique)</b>	a. Availability adequate physical facilities .	Likert With scale 1- 5
			b. Appearance officer Which professional and neat.	
			c. Availability and quality material information or brochures that provided.	
		<b>2. Reliability</b>	a. Punctuality service in accordance with promise.	
			b. Consistency in giving error-free service.	
			c. Completion customer issues with fast and effective.	
Research Variables	Definition Variables	Dimensions	Indicator	Scale

	(responsiveness), which measures the willingness of staff to help customer; assurance, which focuses on employee expertise and capabilities in creating a sense of security; as well as empathy (empathy), Which demonstrate attention to the unique needs of customers	<div>3. Responsiveness (Responsiveness) Responsive)</div> <div>a. Willingness staff For respond to customer requests with fast.</div> <div>b. Speed in providing services requested customer.</div> <div>c. Convenience access to the help desk or information.</div> <div>4. Assurance (Guarantee)</div> <div>a. Knowledge And skill officer in providing services.</div> <div>b. Friendly and professional attitude officer.</div> <div>c. The sense of security felt customer moment use service.</div> <div>5. Empathy</div> <div>a. Ability to understand need specific customer.</div> <div>b. A sincere attitude of concern to customer.</div> <div>c. Adjustment service based on customer preferences .</div>		
Quality of Relation	important factors in maintaining long-term relationships between companies and customers, characterized by consistent and transparent communication that builds trust and commitment. Good relationships require mutually beneficial interactions, where customers feel cared for and satisfied, so they are more likely to return and recommend the company to others. Dimensions main relationship quality includes trust, which reflects customers' confidence that the company will fulfill its promises; commitment,	<div>1. Trust</div> <div>a. Customers believe that company will fulfill promises they.</div> <div>b. Transparency in communication between companies and customer.</div> <div>c. Consistency in action And corporate behavior .</div> <div>2. Commitment</div> <div>a. Customer desire to keep in touch with company.</div> <div>b. Mutual feelings profitable in business relationships.</div> <div>c. Investment time and resources to maintain relationships.</div> <div>3. Relational Satisfaction (Relational) Satisfaction)</div> <div>a. Level customer satisfaction with interactions with company.</div>	Likert With scale 1- 5	
Research Variables	Definition Variables	Dimensions	Indicator	Scale



	which describes the dedication of both parties to maintaining a mutually beneficial relationship; and relational satisfaction, which measures level satisfaction customers in repeated interactions with company		b. Perception positive against the given value company. c. Brand loyalty as results from relational satisfaction.	
<b>Customer Satisfaction</b>	the success of a service or product, reflects the evaluation customer towards their experience after receiving the service. This concept states that satisfaction is achieved when a product or service meets or exceeds the expectations that customers have set. Various factors influence satisfaction, including product and service quality, where customers are satisfied if their experience meets or exceeds more Good from expectations. Dimensions of consumer satisfaction include perceived quality, the customer's evaluation of the quality of a product or service; customer experience, focusing on the overall experience during the purchasing process; and conformity, which measure so far where the results perceived by the customer match hope they	<b>1. Quality Perception</b>  <b>2. Customer Experience (Customer Experience)</b>  <b>3. Congruence</b>	a. Quality product or service that is felt by customers. b. Comparison between hope And actual experience . c. Factors that influence evaluation quality. a. Experience positive or negative felt during the interaction. b. Important moments that influence satisfaction. c. Effect experience of intention For buy return. a. Compatibility between expectation And the reality experienced. b. Compliance between given value and value which are expected. c. Perception customers regarding the results received.	Likert With scale 1- 5

During this research, the researcher took the object of consumer research at PT.

Indogal Trading In accordance formula statistics, Can to describe hypothesis statistics.

1. Directly, service quality (X1 ) has a positive influence on satisfaction (Y).

Determination H 10 And H 1a :

H 0 :  $\square = \square(\square)$  In general direct quality service No has a significant influence on satisfaction

H a :  $\square \neq \square(\square)$  Directly, service quality has a significant influence on satisfaction.

2. The direct positive influence of relationship quality (X2 ) on satisfaction (Y).

Determination H 20 And H 2a :

H 0 :  $\square = \square(\square)$  In general direct quality relation No has a significant influence on satisfaction

H a :  $\square \neq \square(\square)$  Directly, the quality of relationships has a significant influence on satisfaction.

3. Directly, service quality (X1 ) has a positive influence on consumer loyalty (Z).

Determination H 30 And H 3a :

H 0 :  $\square = \square(\square)$  In general direct quality service No has a significant influence on consumer loyalty

H a :  $\square \neq \square(\square)$  Directly, service quality has a significant influence on consumer loyalty.

4. Directly, relationship quality (X2 ) has a positive influence on consumer loyalty (Z).

Determination H 40 And H 4a :

H 0 :  $\square = \square(\square)$  In general direct quality relation No has a significant influence on consumer loyalty

H a :  $\square \neq \square(\square)$  Directly, the quality of relationships has a significant influence on consumer loyalty.

5. The direct positive influence of satisfaction (Y) on consumer loyalty (Z).

Determine H 50 And H 5a :

H 0 :  $\square = \square(\square)$  In general direct satisfaction No own influence significant to consumer loyalty.

H a :  $\square \neq \square(\square)$  Directly, satisfaction has a significant influence on consumer loyalty.

6. The indirect positive influence of satisfaction (Y) mediates service quality (X1 ) on consumer loyalty (Z).

Determine H 60 And H 6a :

H 0 :  $\square = \square(\square)$  Indirectly, satisfaction is not able to mediate the significant influence of service quality on consumer loyalty.

H a :  $\square \neq \square(\square)$  In general No direct satisfaction capable mediate the significant influence of service quality on consumer loyalty

7. The indirect positive influence of satisfaction (Y) mediates relationship quality (X2 ) on consumer loyalty (Z).

Determine H 70 And H 7a :

H 0 :  $\square = \square(\square)$  Indirectly, satisfaction is not able to mediate the significant influence of relationship quality on consumer loyalty.

$H_a : \rho \neq 0$  In general No direct satisfaction capable mediate the significant influence of relationship quality on consumer loyalty

All over hypothesis Which available determined by two the following criteria .

- Reject  $H_0$  or accept  $H_a$  when its significance in below 0.05.
- Accept  $H_0$  or reject  $H_a$  when its significance in above 0.05.

#### 4. DISCUSSION

In research, the accuracy of the data determines the quality of the research results. While the accuracy of the data depends on the quality of the instrument. data collection. In this study, the instrument used as a research data collection tool is a questionnaire.

##### Results Test Validity And Reliability (Test try n = 30)

Variables	Item	r Count	Crobach's Alpha	Information
Quality Service (X1)	X11	0.918	0.975	Valid and Reliable
	X12	0.935		
	X13	0.809		
	X14	0.966		
	X15	0.904		
	X16	0.874		
	X17	0.847		
	X18	0.830		
	X19	0.889		
	X110	0.804		
	X111	0.937		
	X112	0.748		
	X113	0.729		
	X114	0.961		
	X115	0.875		
Quality Correlation (X2)	X21	0.762	0.974	Valid and Reliable
	X22	0.846		
Variables	Item	r Count	Crobach's Alpha	Information
	X23	0.945		
	X24	0.916		
	X25	0.899		
	X26	0.905		
	X27	0.933		
	X28	0.944		
	X29	0.912		
	Y1	0.839		
	Y2	0.932		
	Y3	0.815		
	Y4	0.943		

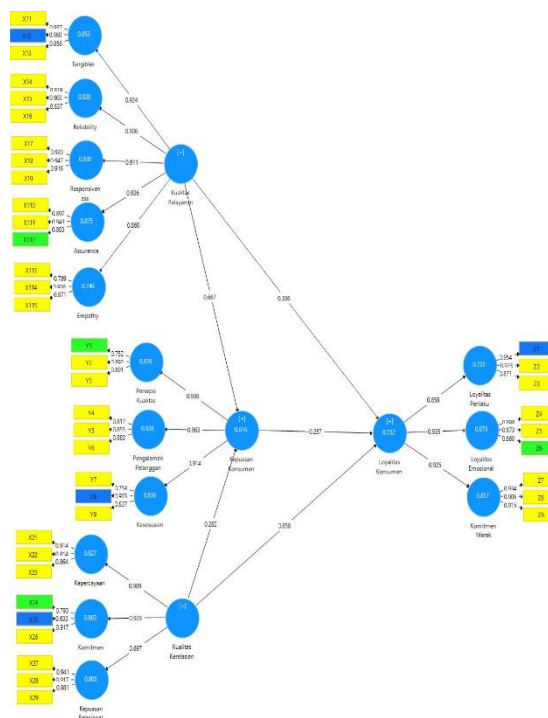
Satisfaction Consumer (Y)	Y5	0.954	0.973	Valid and Reliable
	Y6	0.841		
	Y7	0.965		
	Y8	0.896		
	Y9	0.877		
Loyalty Consumer (Z)	Z1	0.764	0.956	Valid and Reliable
	Z2	0.747		
	Z3	0.766		
	Z4	0.906		
	Z5	0.823		
	Z6	0.863		
	Z7	0.738		
	Z8	0.926		
	Z9	0.896		

Source: data processing SPSS (2024)

Based on the table, it shows that all instruments are valid for the variables of Service Quality ( X1 ), Relationship Quality (X2 ) , Consumer Satisfaction (Y) and Consumer Loyalty (Z), meaning that all question items are valid because all items have a greater correlation value. Results testing Item validity question on questionnaire For each variable with  $r_{count} > r_{table} 0.30$  then shows all items have a greater correlation value. This means that all question items are valid.

### **Results Outer Model**

*Outer model reflective model* test of this research is composed of 4 parts, namely sequentially 1) *indicator reliability ( outer loading )*, 2) *construct reliability ( Cronbach's alpha and composite reliability )*, 3) *construct validity ( average variance extracted or AVE )*, and 4) *discriminant validity ( heterotrait-monotrait ratio )*. The results of data processing with the PLS Algorithm get an outer model image as below.



Source: Results processing data PLS SEM study (2024) *Outer Model Results*

From the image above, in *the outer model*, 42 indicators can be seen to reliably measure the construct according to the required *outer loading value* (Hair et al., 2019). Next, a detailed explanation of the results of the *outer model evaluation* is described .

### Average Value Variance Extracted (AVE)

Variables	Average variance extracted (AVE)	Results
Quality Service (X1)	0.652	Valid
Quality Correlation (X2)	0.654	Valid
Satisfaction Consumer (Y)	0.625	Valid
Loyalty Consumer (Z)	0.670	Valid

Source: Results processing data PLS SEM study (2024)

In the table above, *the average variance extracted (AVE)* value of each variable can be seen, where all research variables in this research model have a value of more than 0.50 as required.

Discriminant validity assessment involves testing the *cross loading factors* of each variable. The cross loading factor values are a useful measure to determine whether a construct has sufficient discriminant. This is evaluated by comparing the *cross loading factor values* of target construct with *cross loading factor values* from other constructs (Ghozali, 2019).

**Table Cross Loading**

	<b>Service Quality (X1)</b>	<b>Relationsh ip Quality (X2)</b>	<b>Consumer Satisfactio n (Y)</b>	<b>Consumer Loyalty (Z)</b>
<b>X11</b>	0.817	0.323	0.701	0.412
<b>X12</b>	0.881	0.342	0.759	0.431
<b>X13</b>	0.846	0.238	0.663	0.320
<b>X14</b>	0.708	0.080	0.537	0.254
<b>X15</b>	0.836	0.150	0.585	0.282
<b>X16</b>	0.770	0.107	0.580	0.143
<b>X17</b>	0.806	0.143	0.532	0.238
<b>X18</b>	0.851	0.160	0.503	0.275
<b>X19</b>	0.877	0.164	0.552	0.283
<b>X110</b>	0.837	0.321	0.598	0.401
<b>X111</b>	0.903	0.325	0.654	0.399
<b>X112</b>	0.728	0.130	0.484	0.242
<b>X113</b>	0.719	0.207	0.444	0.261
<b>X114</b>	0.742	0.031	0.604	0.089
<b>X115</b>	0.755	0.137	0.674	0.196
<b>X21</b>	0.186	0.815	0.388	0.636
<b>X22</b>	-0.033	0.702	0.149	0.696
<b>X23</b>	0.346	0.834	0.349	0.647
<b>X24</b>	0.112	0.753	0.216	0.646
<b>X25</b>	0.279	0.836	0.386	0.727
<b>X26</b>	0.336	0.868	0.452	0.737
<b>X27</b>	0.187	0.860	0.446	0.634
<b>X28</b>	0.243	0.834	0.462	0.638
<b>X29</b>	0.047	0.762	0.330	0.654
<b>Y1</b>	0.662	0.350	0.748	0.360
<b>Y2</b>	0.545	0.300	0.792	0.240
<b>Y3</b>	0.573	0.355	0.834	0.315
<b>Y4</b>	0.645	0.325	0.802	0.266
<b>Y5</b>	0.512	0.311	0.812	0.259

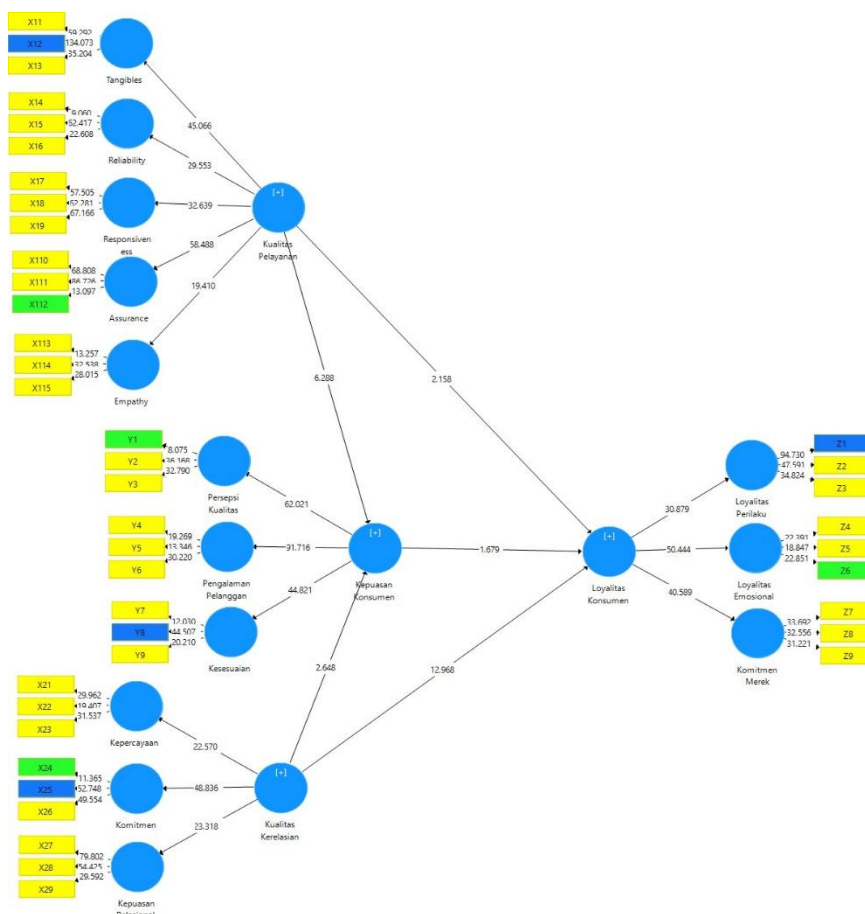
	<b>Service Quality (X1)</b>	<b>Relationsh ip Quality (X2)</b>	<b>Consumer Satisfactio n (Y)</b>	<b>Consumer Loyalty (Z)</b>
<b>Y6</b>	0.543	0.336	0.844	0.198
<b>Y7</b>	0.594	0.364	0.799	0.273
<b>Y8</b>	0.668	0.461	0.784	0.417
<b>Y9</b>	0.477	0.344	0.684	0.307
<b>Z1</b>	0.369	0.685	0.340	0.784
<b>Z2</b>	0.345	0.622	0.315	0.788
<b>Z3</b>	0.270	0.640	0.155	0.786

<b>Z4</b>	0.198	0.684	0.276	0.816
<b>Z5</b>	0.204	0.633	0.222	0.781
<b>Z6</b>	0.244	0.681	0.275	0.860
<b>Z7</b>	0.318	0.639	0.351	0.843
<b>Z8</b>	0.294	0.752	0.369	0.864
<b>Z9</b>	0.369	0.736	0.411	0.842

Source: Results processing data PLS SEM study (2024)

Based on the table above, it shows that the correlation of each construct with the indicators in the same block is greater than the correlation between different indicators so that the results of this study can explain that latent construction can predict the indicator block itself better than indicators in other blocks. Therefore, it can be said that the discriminant validity of *the factor loading* it has is achieved.

Below are the results of the inner model image from the PLS-SEM *bootstrapping results* along with a description:



Picture Inner Model Results

Source: Results processing data PLS SEM study (2024)

The results of *bootstrapping in the form of an inner model* image as above can be seen the structural relationship between variables in this research model. Where in this model there is one dependent variable, two independent variables and 1 mediating variable. In the inner model image, the T-statistic value of the path or path in the research model can be seen. All paths in the research model can be seen to have a T-Statistic value above the T-table so that it can be concluded that all paths in the structural research model are significant.

The Q2 value of this study was obtained from the calculation results using the blindfolding menu in PLS-SEM as shown in the table below.

**Square Table**

Variables	Q <sup>2</sup>	Q <sup>2</sup> predict	Results
Satisfaction Consumer (Y)	0.384	0.578	<i>large predictive relevance</i>
Loyalty Consumer (Z)	0.268	0.677	<i>large predictive relevance</i>

*Source: Results processing data PLS SEM (2024)*

In the table above, it can be seen that the calculation results show that the Consumer Satisfaction variable (Y) has a relatively strong predictive relevance capability ( *large*). *predictive relevance* ) with mark Q <sup>2</sup> 0.578 And Variables Loyalty Consumer Q<sup>2</sup> value of 0.677 has a strong predictive relevance capability ( *large predictive relevance* ).

The prediction capability with PLS<sub>predict</sub> calculations is considered more sensitive to changes in input data parameters. This test is useful in providing information about the magnitude possibility relevance between variable latent in study. Mark Q2 *predict* Also can grouped become three groups, namely:

*small predictive relevance* : < 0.25 *medium predictive relevance* : 0.25 – 0.5 *large predictive relevance* : > 0.5

When evaluating a structural model, it is first necessary to estimate *the r-square*. For each variable latent endogen as size ability prediction model. Evaluation of the structural model is carried out by testing the *r-square value* which functions as a measure of *the goodness-fit of the model* . Variations in the *r-square value* can explain the impact of certain external latent factors on the extent to which endogenous latent variables provide significant control. Based on the *r-square values* of 0.75, 0.50, and 0.25, it can be



concluded that the models are strong, moderate, and weak, respectively (Ghozali, 2019).

**Table R- Square Value**

	<i><b>R Square</b></i>
Satisfaction Consumer (Y)	0.616
Loyalty Consumer (Z)	0.732

*Source: Results processing data PLS SEM study (2024)*

On Table in on can seen mark R2 (R-squared) For Consumer Satisfaction variable is 0.616 or around 61.6% and therefore is classified as having a strong category. It can be said that this research model has strong capabilities in predict Satisfaction Consumer. Model study This can explained 61.6% by the independent and dependent variables, while the remaining 38.4% can be explained by other variables outside this research model.

The R2 (R-square) value on Consumer Loyalty is 0.732 or around 73.2% and is therefore classified as having a strong category. It can be said that this research model has a strong ability in Consumer Loyalty. This research model can be explained 73.2% by its independent variables, while the remaining 26.8% can be explained by other variables outside this research model.

**Table Results Hypothesis Testing**

<b>Hypothesis</b>	<b>Influence</b>	<b>Original sample (O)</b>	<b>T statistics ((O/STDEV))</b>	<b>P values</b>
H1	Quality Service (X1) -> Consumer Satisfaction (Y)	0.667	6.288	0.000
H2	Quality Relation (X2) -> Consumer Satisfaction (Y)	0.282	2,648	0.004
H3	Quality Service (X1) -> Consumer Loyalty (Z)	0.336	2.158	0.016
H4	Quality Relation (X2) -> Consumer Loyalty (Z)	0.858	12,968	0.000
H5	Satisfaction Consumer (Y) -> Consumer Loyalty (Z)	0.257	1,679	0.047
H6	Service Quality (X1) -> Satisfaction Consumer (Y) -> Consumer Loyalty (Z)	0.314	2.169	0.015
H7	Quality Correlation (X2) -> Satisfaction Consumer (Y) -> Consumer Loyalty (Z)	0.802	12.177	0.000

*Source: Results processing data PLS SEM study (2024)*

From the table above, it can be seen that of the seven hypotheses proposed in this study, the results of all hypotheses are supported. This is concluded from the significant influence with the coefficient value that is in accordance with the direction of the proposed hypothesis. Furthermore, the description for each hypothesis test and its managerial implications are explained below.

1. Directly, service quality (X1) has a positive effect on consumer satisfaction (Y).

Determination H 10 And H 1a :

H 0 :  $\rho = 0$  Directly, service quality does not have a significant effect on consumer satisfaction.

H a :  $\rho \neq 0$  Directly, service quality has a significant influence on consumer satisfaction.

Based on the table above, H1 is supported. This result means that the H1 hypothesis is statistically supported by two empirical analysis data from the research. Data First, is mark T- statistics as big as 6,288. Mark This exceeding the value limit T-table For test *two tailed* with level significance 0.05 that is 1.96 therefore it can be interpreted as having a significant influence. The second data, can be seen from *the standardized coefficient* with a positive value of 0.667 in H1. Direction positive on coefficient in track This has in accordance with direction influence *directional* hypothesis. Based on the interpretation of the two data, it can be concluded that H1 is supported, if the quality of service (X1) increases, consumer satisfaction (Y) will also increase.

2. Directly, relationship quality (X2) has a positive effect on consumer satisfaction (Y).

Determination H 20 And H 2a :

H 0 :  $\rho = 0$  Directly, relationship quality does not have a significant effect on consumer satisfaction.

H a :  $\rho \neq 0$  Directly, the quality of relationships has a significant effect on consumer satisfaction.

Based on the table above, H2 is supported. This result means that the H2 hypothesis is statistically supported by two empirical analysis data from the research. Data First, is mark T- statistics as big as 2,648. Mark This exceeding the value limit T-table For test *two tailed* with level significance 0.05 that is 1.96 therefore it can be interpreted as having a significant influence. The second data, can be seen from *the standardized coefficient* with a positive value of 0.282 in H2. The positive direction

of the coefficient in this path has been in accordance with the direction of influence in the *directional hypothesis*. Based on the interpretation of the two data, it can be concluded that H2 is supported, if the quality of the relationship (X2) increases then consumer satisfaction (Y) will also increase.

3. Directly, service quality (X1 ) has a positive effect on consumer loyalty (Z).

Determination H 30 And H 3a :

H 0 :  $\beta = 0$  Directly, service quality does not have a significant effect on consumer loyalty.

H a :  $\beta \neq 0$  Directly, service quality has a significant influence on consumer loyalty.

Based on the table above, H3 is supported . This result means that that the H3 hypothesis is statistically supported by two empirical analysis data from the research. Data First, is mark T- statistics as big as 2,158. Mark This exceeding the limit value T-table For test *two tailed* with a level of significance 0.05 is 1.96 therefore it can be interpreted as having a significant influence. The second data, can be seen from *the standardized coefficient* with a positive value of 0.336 on H3. The positive direction of the coefficient on this path is in accordance with the direction of influence on the *directional hypothesis*. Based on the interpretation of the two data, it can be concluded that H3 is supported, if the quality of service (X1) increases, consumer loyalty (Z) will also increase.

4. Directly, relationship quality (X2 ) has a positive effect on consumer loyalty (Z).

Determination H 40 And H 4a :

H 0 :  $\beta = 0$  Directly, relationship quality does not have a significant effect on consumer loyalty.

H a :  $\beta \neq 0$  Directly, the quality of relationships has a significant influence on consumer loyalty.

Based on the table above, H4 is supported . This result means that that the H4 hypothesis is statistically supported by two empirical analysis data from the research. The first data is the T-statistic value of 12.968. This value exceeds the T-table limit value for the *two-tailed test* with a significance level of 0.05, which is 1.96, therefore it can be interpreted as having a significant influence. The second data can be seen from *the standardized coefficient* with a positive value of 0.858 in H4. The positive direction of the coefficient on this path is in accordance with the direction of influence

in the *directional hypothesis*. Based on the interpretation of the two data, it can be concluded that H4 is supported, if the quality of the relationship (X2) increases then consumer loyalty (Z) will also increase.

5. The direct positive influence of consumer satisfaction (Y) on consumer loyalty (Z).

Determine H 50 And H 5a :

H 0 :  $\beta = 0$  Directly, consumer satisfaction does not have a significant effect on consumer loyalty.

H a :  $\beta \neq 0$  Consumer satisfaction directly has a significant influence on consumer loyalty

Based on the table above, H5 is supported . This result means that that the H5 hypothesis is statistically supported by two empirical analysis data from the research. Data First, is mark T- statistics as big as 1,679. Mark This exceeding the value limit T-table For test *two tailed* with level significance 0.05 that is 1.96 therefore it can be interpreted as having a significant influence. The second data, can be seen from *the standardized coefficient* with a positive value of 0.257 on H5. The positive direction of the coefficient on this path is in accordance with the direction of influence on the *directional hypothesis*. Based on the interpretation of the two data, it can be concluded that H5 is supported, if consumer satisfaction (X2) increases then consumer loyalty (Z) will also increase.

6. The indirect positive influence of consumer satisfaction (Y) mediates service quality (X1 ) on consumer loyalty (Z).

Determine H 60 And H 6a :

H 0 :  $\beta = 0$  Indirectly, consumer satisfaction is not able to mediate the significant influence of service quality on consumer loyalty.

H a :  $\beta \neq 0$  In general No direct satisfaction consumer able to mediate the significant influence of service quality on consumer loyalty

Based on the table above, it can be seen that the path that has the strongest influence from the *independent variable* to the *dependent variable* is from the service quality path (X1) through consumer satisfaction (Y) with an *indirect effect coefficient* of 0.314. This *indirect effect* has a T- statistic value of 2.169, therefore it can be concluded that the consumer satisfaction variable (X1) has a significant influence on consumer loyalty (Z) through consumer satisfaction (Y).

7. The indirect positive influence of consumer satisfaction (Y) mediates relationship quality (X2 ) on consumer loyalty (Z).

Determine H 70 And H 7a :

H 0 :  $\beta = 0$  Indirectly satisfaction consumer unable to mediate the significant influence of relationship quality on consumer loyalty

H a :  $\beta \neq 0$  Indirectly, consumer satisfaction is able to mediate the significant influence of relationship quality on consumer loyalty.

Based on the table above, it can be seen that the path that has the strongest influence from the *independent variable* to the *dependent variable* is from the relationship quality path (X2) through consumer satisfaction (Y) with an *indirect effect coefficient* of 0.802. This *indirect effect* has a T- *statistic value* of 12.177, therefore it can be concluded that the relationship quality variable (X2) has a significant effect on consumer loyalty (Z) through consumer satisfaction (Y).

In the Relationship Quality variable (X2), the Commitment dimension has a *loading factor* highest, 0.929.

In conclusion, study This strengthen importance manage quality of customer relationships to increase satisfaction and loyalty. Improving the quality of interactions that focus on customer needs can maximizing the *positive* effect on satisfaction and, ultimately, on customer loyalty.

## 5. CONCLUSION

Based on the research results and data analysis explained in the previous chapter, the following conclusions can be drawn:

- a. H1 is statistically supported by two empirical analysis data from the research. The first data is the T-statistic value of 6.288. This value exceeds the T-table limit value for the *two-tailed test* with a significance level of 0.05, which is 1.96, therefore it can be interpreted as having a significant influence. The second data can be seen from *the standardized coefficient* with a positive value of 0.667 in H1. The positive direction of the coefficient on this path is in accordance with the direction of influence on *directional hypothesis* . Based on the interpretation of the two data, it can be concluded that H1 is supported, if the quality of service (X1) increases, consumer satisfaction (Y) will also increase.
- b. H2 is statistically supported by two empirical analysis data from the research. The

first data is the T-statistic value of 2.648. This value exceeds the T-table limit value for the *two-tailed test* with a significance level of 0.05, which is 1.96, therefore it can be interpreted as having a significant influence. The second data can be seen from *the standardized coefficient* with a positive value of 0.282 in H2. The positive direction of the coefficient in this path is in accordance with the direction of influence on *directional hypothesis*. Based on the interpretation of the two data, it can be concluded that H2 is supported, if the quality of the relationship (X2) increases, consumer satisfaction (Y) will also increase.

- c. H3 is statistically supported by two empirical analysis data from the research. The first data is the T-statistic value of 2.158. This value exceeds the T-table limit value for the *two-tailed test* with a significance level of 0.05, which is 1.96, therefore it can be interpreted as having a significant influence. The second data can be seen from *the standardized coefficient* with a positive value of 0.336 in H3. The positive direction of the coefficient on this path is in accordance with the direction of influence on *directional hypothesis*. Based on the interpretation of the two data, it can be concluded that H3 is supported, if service quality (X1) increases then consumer loyalty (Z) will also increase.
- d. H4 is statistically supported by two empirical analysis data from the research. The first data is the T-statistic value of 12.968. This value exceeds the T-table limit value for the *two-tailed test* with a significance level of 0.05, which is 1.96, therefore it can be interpreted as having a significant influence. The second data can be seen from *the standardized coefficient* with a positive value of 0.858 in H4. The positive direction of the coefficient in this path is in accordance with the direction of influence on *directional hypothesis*. Based on the interpretation of the two data, it can be concluded that H4 is supported, if the quality of the relationship (X2) increases, consumer loyalty (Z) will also increase.
- e. H5 is statistically supported by two empirical analysis data of the research. The first data is the T-statistic value of 1.679. This value exceeds the T-table limit value for the *two-tailed test* with a significance level of 0.05, which is 1.96, therefore it can be interpreted as having a significant influence. The second data can be seen from *the standardized coefficient* with a positive value of 0.257 in H5. The positive direction of the coefficient in this path is in accordance with the direction of influence in the *directional hypothesis*. Based on the interpretation of the two data, it can be concluded that H5 is supported, if consumer satisfaction (X2) increases, consumer loyalty (Z)

will also increase.

- f. H6 The path of service quality (X1) through consumer satisfaction (Y) with an *indirect effect coefficient* of 0.314. This *indirect effect* has The T- *statistic* value is 2.169, therefore it can be concluded that the satisfaction variable consumer (X1) influential significant to loyalty consumer (Z) through consumer satisfaction (Y).
- g. H7 the path of relationship quality (X2) through consumer satisfaction (Y) with a coefficient *indirect effect* of 0.802 As for *indirect effect* This have The T- *statistic* value is 12.177, therefore it can be concluded that the relationship quality variable (X2) has a significant effect on consumer loyalty (Z) through consumer satisfaction (Y).

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