

The Influence of Service Quality on Customer Loyalty at the Lis Yasir Sidoarjo Store

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ABSTRACT

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One of the businesses that is starting to develop in Indonesia is the retail shop "Toko Madura", due to its location which is easily accessible to the public. Madura Store is one of the terms department store. To encourage the success of a business, service quality is one of the things that a business should pay attention to. Service quality will influence consumer behavior and loyalty in the future, and if the service provided is considered good, it will continue to improve. This research used quantitative methods involving 31 respondents who met once a week for one month. The results show that the quality of service at the Lis Yasir Store increases customer loyalty.

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1. Introduction

The trade sector is one of the business sectors that has intense competition. The number of competitors continues to increase in both large industrial trade and small businesses. One of the businesses that is starting to develop in Indonesia is the retail shop "Toko Madura", due to its location which is easily accessible to the public. Madura Store is one of the terms department-store. According to data Data Indonesia (2022) it is stated that in 2021, there will be 3.61 million retail stores in Indonesia, while 3.57 million of them will be in the form of department stores. This requires business owners to be able to observe consumer desires and needs and try to meet consumer expectations so that they can continue to survive amidst a lot of competition and economic uncertainty, so a business is required to look for and develop competitive advantages that can differentiate a business from competitors' businesses. Competing will be linked to the chosen strategy and in accordance with the operational activities carried out by a business (Ariani, 2017).

Providing more satisfying service is one effort that can be implemented to gain a competitive advantage. (Putri & Utomo, 2017). If a business wants to be successful, service quality is one of the things that must be considered. Service quality will have an influence on consumer behavior and loyalty in the future. If the service provided is considered good, it will further increase consumers' desire to continue coming to a business, so that loyalty will grow in consumers. Loyalty can strengthen a business to continue to survive amidst a lot of competition (Sayyida et al., 2015).

2. Literature Review

2.1. Service Quality

The definition of service quality is explained in (Tjiptono & Greforius, 2014) where service quality is the quality of service provided in accordance with consumer desires. So, it can be interpreted that service quality is based on the reliability of a particular business or company to be able to meet consumer needs according to what consumers expect and want (Sinurat et al., 2017). Found in Sayyida et al (2015) and Anisa (2015) there are indicators of service quality, including:

- a. Shopping at the Madura Retail Store is easy
- b. Madura Retail Store serves according to needs
- c. The products sold by the Madura retail shop are complete and according to your needs
- d. If you experience difficulties, the shop owner will help you
- e. The shop owner serves politely and kindly

2.2. Loyalty

Loyalty will be related to the intensity of repeat purchases. Quality of service is one of many variables that influences a person's loyalty. The definition of loyalty is explained by Tjiptono & Greforius (2014) where the concept of loyalty is a consumer's commitment to a store, brand, suppliers, based on a positive attitude that can be seen in long-term transactions. So, it can be said that loyalty is the level of loyalty of an individual to a particular service or product. Loyal consumers will provide benefits to shop owners, both in terms of profits and business life (Cardia et al., 2019). In Sayyida et al (2015) there are indicators of loyalty including:

- a. I often visit this Madura retail store
- b. I often recommend other people to come to this Madura retail shop
- c. Almost every week I visit this Madura retail store
- d. I have a commitment to continue buying products at this Madura retail store

2.3. Conceptual Framework

According to Zahra Syahputri et al (2023), in this research, the conceptual framework is a basic idea that contains a combination of theory with facts, observations and library research. This conceptual framework will be used as a basis for research:



Figure 1. Thinking Framework

3. Methodology

3.1. Research Design

The following research uses quantitative methods, which focus on sources that are obtained and analyzed objectively (Ghozali, 2016). This method will analyze the sample and population using the Google Form questionnaire tool as a medium for collecting data so that existing hypotheses can be successfully analyzed. The data sources in this research are all Indonesian people who have visited Madura retail stores. Meanwhile, the sample has more specific characteristics, the data source comes from 31 respondents who are consumers of the Madura Lis Yasir retail store who have visited the store at least once a week for one month.

3.2. Hypothesis

Based on this background, the author wants to find out whether service quality has an effect on consumer loyalty at the Lis Yasir Sidoarjo store.

Hypothesis 1

$H_0: \beta_1 XY = 0$ (service quality does not have a significant impact on consumer loyalty Lis Yasir)

$H_a: \beta_1 XY \neq 0$ (service quality greatly influences consumer loyalty Lis Yasir)

4. Results and Discussion

4.1. Result

4.1.1. Data instrument test

a. Validity Test Result

Validity tests are used to measure the level of accuracy of a measuring instrument in carrying out its measurement purposes, so that it can be concluded whether a questionnaire is valid or not (Ghozali, 2016). The validity test was carried out to test the comparison of r count and r table. If n is the number of samples while k is the number of constructs, then degree of freedom (df) = n - k. In the following situation, the df size can be calculated as 31-2=29 with Alpha 0.05, and r table 0.361; If the calculated r is greater than the table r and is positive, then the question item is considered valid. Apart from that, there is also another way to identify that a variable is declared valid, namely by ensuring a significant value (<) 0.05 from the validity test results.

Table 1. Validity Test Results

Variable	Indicator	Total correlations	r table	SAY	IS
Service quality (x)	x1	0,831	0,361	0,000	valid
	x2	0,913	0,361	0,000	valid
	x3	0,943	0,361	0,000	valid
	x4	0,956	0,361	0,000	valid
	x5	0,878	0,361	0,000	valid
Customer loyalty (y)	y1	0,884	0,361	0,000	valid
	y2	0,886	0,361	0,000	valid
	y3	0,874	0,361	0,000	valid
	y4	0,872	0,361	0,000	Valid

*r-table obtained from r-table with N=31

Source: Results of data processing based on the SPSS program, 2024

b. Reliability Test

Reliability is a tool used to measure questionnaires which are indicators of variables. Data is declared reliable if the answers obtained in answering questions are considered consistent. This test will test Cronbach alpha. It was stated by Ghozali (2016) that a variable is declared a Reliable variable if it is a number Cronbach alpha > 0,60.

Table 2. Reliability Test Results

Variable	Convergent Reliability	Cronbach Alpha	IS
Service quality (x)	5 questions	0,944	reliable
Consumer loyalty (y)	4 questions	0,901	Reliable

Source: Results of data processing based on the SPSS program, 2024

Based on the data in table 2 above, it is known to all variable has value Cronbach alpha > 0,60. Therefore, it can be concluded that the variables of service quality and consumer loyalty are stated reliable.

4.1.2. Classic Assumption Test

This study tests the following classic assumptions to determine the condition of the research source and

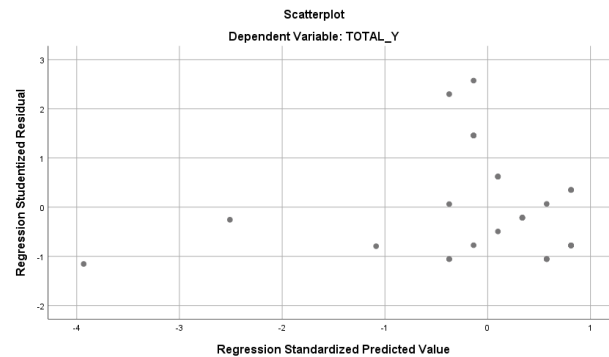
choose the appropriate analysis method

a. Multicollinearity Test

The following research aims to determine whether variable independent related in the model regression. In this examination, a number of metrics are evaluated, if the tolerability value is ($>$) 0.1 and the VIF inflation difference factor is ($<$) 10. The multicollinearity test is not needed because this study only uses one independent variable.

b. Heteroscedasticity Test

The heteroscedasticity test is used to determine whether the model regrind experiencing variance inequality. The results of the heteroscedasticity statistical test of this study are shown here.



Source: Data Processed Using the SPSS Program, 2024

Figure 2. Scatter Heteroscedasticity Test

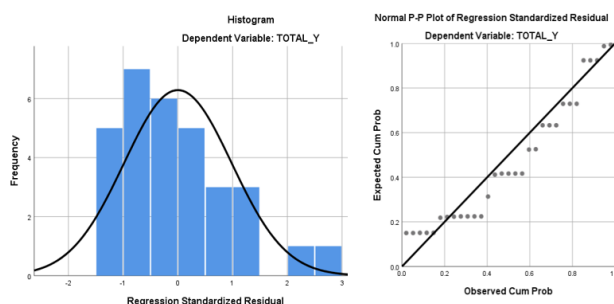
Because the points are distributed irregularly above and below the 0 axis and y axis, the random plot graph above shows that the model created does not show symptoms of heteroscedasticity. This model can be used for additional analysis because the error variance remains.

c. Normality Test

The aim of the following research is to find out whether the independent variable and dependent variable are normally distributed. One method of testing data normality is by plotting a normal P - P graph. If the data distribution shows a straight-line pattern on the graph, then the data is normal. If the SIG value in the Kolmogorov – Smirnov normality test table is ($>$) 0.05, then it is declared normal. The graph used to determine whether it is normal or not is as follows:

- a) Histogram Graph: A bell curve with data distribution spread on both sides will be depicted as a histogram graph with normal data distribution. (Hasan et al., 2020)
- b) Normal probability plot P-P graph: items are declared not to meet the normal assumption if they are spread far along the diagonal line and do not follow the direction of the diagonal line. (Marceline et al., 2021).

The results of the data normality research were through P – P plots, Histograms, and Significance values using the Kolmogorov Smirnov test. The results are as follows:



Source: Data Processed Using the SPSS Program, 2024

Figure 3. SPSS Residual Histogram and PP- Plot

The guideline concludes the normality test shows histogram residual tends to form perfect bells and residual tend to be distributed completely around the diagonal line. As a result, value residual of the model is considered to be relatively normally distributed.

4.1.3. Hypothesis Testing

This test is carried out to see how the dependent variable and independent variables influence each other. The data obtained is stored in the SPSS program. The following research shows that service quality variables influence consumer loyalty. Here are the results:

Table 3. T test Results (Partial)

Model	Unstandardized coefficients		Standardized coefficients	t	Say.
	B	Std. Error	Beta		
(Constant)	0,963	0,867			
Service quality	0,749	0,039	0,962	18,985	0,000

Dependent variable of customer loyalty

With field data, we find that value coefficient for the service quality variable it is 0.749, as shown in table 1.3. In addition, we found the T-calculated value for the independent variable of 18.985, the T table value of 1.699, SIG 0.000, which is a value below 0.05. So, it can be concluded that there is a positive correlation between service quality and customer loyalty.

4.2. Discussion

Based on the results of the t test (partial), the T-count result is 18.985 (>) T table 1.699, SIG 0.000 is smaller than 0.05. So, the service quality variable (X) at the Lis Yasir store has a partial and significant effect on the consumer loyalty variable (y). The research results show that H0 is not accepted and Ha is accepted. Analysis based on Madura retail store customer responses shows that service quality at the Lis Yasir store has a significant influence on consumer loyalty. Data analysis reveals that aspects of service quality such as reliability, responsiveness, assurance, empathy and physical evidence play an important role in forming customer loyalty.

Customers who feel they get good service at the Lis Yasir shop tend to be more satisfied and have a tendency to shop at the shop again. Apart from that, a high level of satisfaction also encourages customers to recommend the Lis Yasir shop to others, thereby expanding the market reach of potential loyal customers. According to

this research, improving service quality directly increases customer loyalty, which has a positive impact on the growth of the Lis Yasir store business. Therefore, Lis Yasir stores must continue to strive to improve the quality of their services so that they can maintain increasing consumer loyalty. The results of the analysis are in line with research studied by Liung & Liung (2017). Therefore, the analytical hypothesis of this research has been tested so that the hypothesis can be accepted.

5. Conclusion

Based on the following research, it can be concluded that service quality influences consumer loyalty. Best service is one way to maintain loyal customers. The results of the hypothesis test show that the coefficient of the service quality variable is 0.749. Field data shows the T-calculated value of the independent variable is 18.985, the T table value is 1.699, the SIG is 0.000, with a value below 0.05. So, it can be concluded that there is a positive correlation between service quality and customer loyalty. This follows the tests carried out. If the service provided is considered good, it will further increase consumers' desire to continue coming to a business, so that loyalty will grow in consumers. Loyalty can strengthen a business to continue to survive amidst a lot of competition.

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