

Satisfaction as a mediator impact quality of service Toward customer loyalty (Study on pt. prima Mixindo Utama Sukabumi city)

Dadang Saepuloh¹, Deri Firmansyah², Nindy Aryantika³

¹FKIP Ekonomi Universitas Islam Syekh-Yusuf, Indonesia

^{2,3}STIE PASIM Sukabumi, Indonesia

Emails: dsaepuloh@unis.ac.id¹, deri@stiepasim.ac.id², sarana168@yahoo.com³

Correspondent author: dsaepuloh@unis.ac.id

Abstract: The purpose of this study was to determine how the quality of service to customer loyalty through satisfaction as a variable that intervenes PT. Prima Mixindo Utama Sukabumi City. Research Methods conducted using quantitative research that uses explanatory and causal analysis. The sampling technique used was random sampling technique, namely all customers in the population or by census in 2019 as many as 66 customers or customers. To test the analysis of research instruments used the validity test, reliability test and the classical assumption test, then to test the statistical hypothesis used the t test and path analysis (Path Analysis), To find out the magnitude of the influence used the coefficient of determination analysis (R²).

Based on the results that have been done can reflect the quality of service to customer satisfaction and customer satisfaction to customer loyalty. The test results based on statistics show there is a direct effect on service quality on customer loyalty of 53.4%, and there is an indirect effect on service quality on customer loyalty through customer satisfaction as a mediating variable of 54.6%. This proves customer satisfaction as a mediating variable for the quality of services provided adds and increases the growth of customer loyalty.

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

Introduction

The disruption era is part of a new economic era, characterized by increasingly competitive competition, a rapidly changing environment and increasingly difficult to predict, especially in the sector of construction services companies and supply materials and procurement of goods for construction work. Every company is competing to show innovation in business, technology, and managerial to realize competitive advantage. The company should devise strategies to achieve its objectives (Kotler, 2016:14), so that the desired strategic outcome in the form of competitiveness, and high profitability can be achieved.

The field of construction in Indonesia, developing so rapidly and innovative. The Government and the people of Indonesia prioritize the development of the field, so that most of the country's budget is absorbed in the pace of infrastructure development. In the implementation of physical sector development certainly involve many users of construction services. Construction is an activity to build facilities and infrastructure, construction work are a great process, which involves a variety of disciplines, resources and has its own uniqueness. With the rapid development of technology and varied needs of the community, perpetrators of construction works are required to perform the optimization in each job. In the implementation, the construction actors such as contractors and owner must face various risks that can slow or foil the construction work, so it takes a way to deal with the risk.

The marketing field plays an important role in eliminating the challenges and failures of the work and can be used to look at existing market opportunities, because the marketing field has the greatest contact with the company's external environment in a Click that enables to win the tight competition of the market and the targeted consumers. Marketing is an activity and process of creating, communicating, delivering and offering value exchanges against customers, clients, associates and the wider community (Malau, 2017:1) So by marketing can give birth to an important strategy to support the company in gaining profits and maintaining the company's survival.

The marketing strategy that should be done by construction services is how to create customer satisfaction and loyalty (client) or community through the quality of service provided. The quality of service that meets the expectations and needs of customers is an important factor in

the company in the effort to provide satisfaction so that it will impact the birth of customer loyalty. The results of previous research present the results that the quality of service and satisfaction directly affect the customer loyalty as well as the quality of service affects indirectly to customer loyalty with satisfaction as an intermediary variable (Dewi, 2016:43). In accordance with this, customer loyalty can be gained through customer satisfaction for the quality of the products or services used and felt that provide value and benefits, where the customer feels the expectation is fulfilled so that will lead to the birth of customer loyalty. Maintaining customer loyalty or client is the obligation that must take precedence over acquiring new customers, considering the importance for a company to maintain and improve customer loyalty including companies engaged in the construction services as well as PT. Prima Mixindo that always focus on the quality of service and satisfaction of clients and communities in the effort to create, maintain and increase the loyalty of customers. PT. Prima Mixindo is a company engaged in the construction services of both the implementation of architectural and civil buildings such as, buildings, roads, bridges, irrigation and others, procurement providers of goods, asphalt, hot mix and consultation.

PT. Prima Mixindo Utama has carried out various projects in various areas in West Java, the company is engaged in the implementation of projects such as building construction, road making, irrigation, bridge making and various other construction project implementations. However, from preliminary observations on the number of projects implemented in 2018 and in 2019, it tends to show the declining trend. The occurrence of this project is decreasing in addition to external factors that are increasingly competitive, but also because various internal factors such as quality of service is not able to meet the needs and expectations of customers (clients) that can lead to customer satisfaction and loyalty decreases. This indicates that the quality of service is an important and necessary factor for PT. Prima Mixindo Utama Sukabumi to know the customer's expectations of a product or service obtained by the amount of its sacrifice to the company by maintaining, improving and improving the quality of services in order to provide satisfaction to customers and the community users of construction products and services so that back can foster the attitude and behavior of loyal customers There are several factors that affect customer satisfaction so that it can deliver to the sense and attitude of the loyalty of customers including the quality of service and product quality (Kotler & Keller, 2016:157).

This research aims to know the direct influence of quality of service towards customer loyalty and indirectly influence the quality of service towards customer loyalty through satisfaction as a variable of pemediation.

Literary Review

Service Quality

Quality is the most important concept in creating a product or service. Quality products are products or services received by customers, according to customer's needs and wishes. Quality as a dynamic condition related to products, services, human resources, processes, and environments that meet or exceed expectations (Tjiptono & Gregous, 2016:115). A service is an act or performance that one party may offer to the other is essentially intangible and does not result in any ownership (Kotler & Keller, 2016:422).

The quality of service is the expected level of excellence and control over the level of excellence to fulfill the wishes of customers (Tjiptono & Chandra, 2019:59). Whether the quality of service stands on the ability of the company and its nature meet the expectations of customers are consistently seen from some of the dominant factors including physical appearance, personnel, equipment supplies other companies (tangible), a personal concern to customers (empathy), the willingness of the company to provide services or resolve complaints in a fast (responsive). Ability to provide services as promised (reliability).

Customer Satisfaction

Satisfaction can be known about customer behavior after making a purchase of a product or service. Satisfaction can be interpreted as an effort to fulfill something or make something adequate (Tjiptono & Gregous, 2016:204). Consumer satisfaction and dissatisfaction are the customer's response to the disinformation that is felt between previous expectations (or other performance norms) and the actual performance of the product that is perceived after its usage (Daryanto & Setyobudi, 2014:259).

Customer satisfaction is a feeling of delight or disappointment by someone arising from comparing the performance that has been perceived by the product (or the outcome) to their expectations. If performance fails to meet expectations, customers will be satisfied. If performance

exceeds expectations, customers will be very satisfied or happy (Kotler & Keller, 2014:138-139). Customer satisfaction can be measured through the attributes of satisfaction-forming that is conformity with expectations, the interest of returning back, and there is a willingness of consumers to recommend products or services that have been felt to others.

Customer loyalty

Loyalty can be said to be a loyalty that arises without compulsion, but arising from self-awareness, the concept of customer loyalty is more interpreted by behavior than attitude. Loyalty is more referring to the form of the behavior of decision-making units to make a continuous purchase of goods or services of a selected company (Sangadji & Sopiah, 2013:104). A similar statement reveals that customer loyalty is a commitment that is held firmly to buy or resubscribe products or services on an ongoing basis (Kotler & Keller in Firmansyah et al., 2020:295).

Commitments held firmly to re-purchase or resupport products or services that are liked in the future of situational influence and marketing efforts that potentially lead to the switching of behavior (Kotler & Keller, 2016:153). Customer loyalty is an attitude that will encourage behavior to make purchases of products or services of a company that includes aspects of feelings therein, especially those who buy regularly and repeatedly with high consistency, but not only re-buy goods and services, but also have a commitment and a positive attitude towards the company that offers such products/services.

Effect of service quality on customer satisfaction

Quality of service is an attitude formed from the overall evaluation of the company's performance in the long term, the evaluation is done by customers after conducting transactions to get products or services from the company so as to provide experience. It is in accordance with a statement saying that customer satisfaction with certain service experiences will lead to an overall evaluation or attitude towards quality of service at all times (Tjiptono & Gregous, 2016:217). Previous research showed the results that the quality of service has a positive and significant effect on customer satisfaction in Dunkin' Donuts customers in Surabaya and Sidoarjo. Which means that the quality of service is one of the driving factor (diver) to achieve customer satisfaction so that

the quality of service always have to be managed well because it will be a stimulator marketer to customers (Dewi, 2016:51).

H₁ : Quality of service to customers ' satisfaction

The impact of customer satisfaction on customer loyalty

Consumers who are satisfied with the products or services and services that have been felt exceeded expectations, then do not close the possibility of consumers tend to be loyal to the products or services that they have bought and perceived benefits. Building customer loyalty can be done through customer satisfaction (Chung et al., 2015:546). Customer satisfaction is an important factor that must be considered by the company and the service provider because the satisfaction can establish a customer loyalty to the use of such products and services. Satisfied customers are likely to remain faithful and willing to talk to others about the administration and the products and services (Kotler & Amstrong, 2016:44). Research on the influence of consumer satisfaction on consumer loyalty that has been done shows the results that consumer satisfaction contributes greatly in growing customer loyalty (Hushodo, 2015:176).

H₂ : Customer satisfaction affects customer loyalty

Effect of service quality on customer loyalty

The company needs to look ahead about the curiosity and expectations of the consumer and the interests of the company, where consumers hope are to get the satisfaction of the product or service that it bought while the company wants the growth of loyalty from customers indicated by the use of products from the company continuously. Quality is "fit for use", "fulfillment demands" in other words quality is a guarantee of products or services that the company has for customer loyalty is a powerful defense in the face of competition and the only way to sustain growth and income (Kotler & Keller, 2014:144). The previous research for Products is that the quality of the body based on physical evidence, guarantees, empathy, and physical evidence is proven to provide a loyalty impact to the ranks (Iriyanti et al., 2018:1).

H₃ : Quality of service directly affects customer loyalty

The effect of service quality on customer loyalty through satisfaction as a variable mediation

Consumer loyalty is customer confidence that can provide a high value for customer care initiatives, which is cheaper to retain customers. Customer loyalty can be seen from customer behavior and attitudes after making a purchase, post-purchase consumer reactions present a feeling of satisfaction or dissatisfaction over the performance of the product or service it has used. If the performance of a product or service does not meet expectations, then the customer will feel disappointed but if the performance of the product or service is by the customer then the customer will be very satisfied and likely to re-make the purchase repeatedly (Kotler & Keller, 2016:153). The results of previous research showed that there is a direct influence between the quality of service with customer satisfaction, (2) there is a direct influence between customer satisfaction and customer loyalty, (3) there is an indirect influence between the quality of service with customer loyalty (Sumertana, 2016).

H₄ : Quality of service based indirectly on loyalty Customer through satisfaction as a variable of mediation

The quality of Bak directly affects loyalty ranks and satisfaction as remediation of buck quality influence on the loyal ranks.

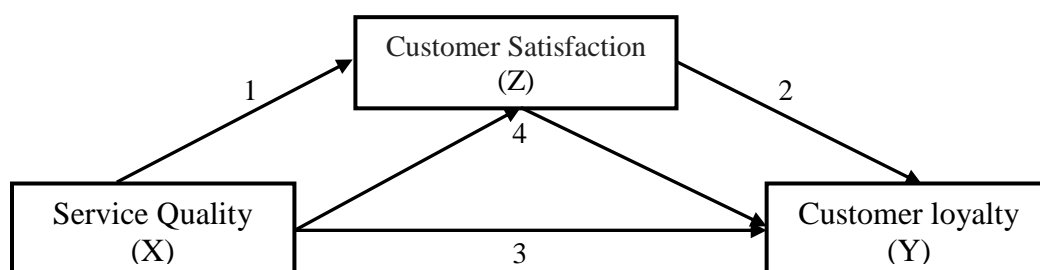


Figure 1. Conceptual thought

Metodologi penelitian

This study was conducted with a quantitative research approach using both an exploitation and causal analysis. Quantitative research is an approach to testing the objective theory by testing relationships between variables (Creswell, 2014). The influence between variables is sought by

using statistical calculations as well as an expreslantic analysis is used when describing each variable in this study. An explosive research method is a study aimed at explaining the relationship between two or more symptoms or variables (Silalahi, 2012). The influence of variables sought by using statistical calculations as well as expreslantic analysis is used when describing each variable in this study. An explosive research method is a study aimed at explaining the relationship between two or more symptoms or variables (Cooper et al., 2014). In this research, the object is the customer of PT. Prima Mixindo Utama Sukabumi.

The population in this research is the customer/client who came to buy and use the services and material goods from PT. Prima Mixindo Utama City Sukabumi period 2018-2019 as many as 66 clients. Collection of data used by passing a questionnaire that must be filled by the respondent that is making a sample of the population. The Questionnaire is a technique of data collection done by giving a set of questions or written statements to the respondent to answer (Sugiyono, 2019:199). Data collection is obtained based on cross section data where data are collected at any given time (at a point of time) to describe the quality of service, customer satisfaction and customer loyalty.

The method of data analysis first conducted instrument test and classic assumption test. Statistical hypothesis testing carried out in the study used a test of individual parameter significance (t test) and path analysis. T-statistic tests essentially show how far the influence of a single explanatory/independent variable individually in describing the variation of the dependent variable (Ghozali, 2016:98). Testing is done with the level of significance $\alpha = 0.05$. While the pathway analysis is an analysis method that is used to test the influence of variable remediation (Ghozali, 2018:249). The line coefficient is calculated by creating two structural equations namely the regression equation that shows the relationship hypothesized (Ghozali, 2018:251). To know the magnitude of the influence of variables independent of dependent variables used analysis coefficient of determination (R²) and simple linear regression analysis.

Results of research and discussion

After the validity test of instrument and reliability of the instrument of the variable Service quality (X), customer satisfaction (Z), and customer loyalty (Y), the results of all statements are declared valid and trustworthy. Then testing prerequisite analysis data through the classical

assumption test, where the results are obtained that the data is assuming and free and does not violate the classical assumption test. So the data is worth using to test to the next stage.

T-Test and analysis line structure I the results of the calculation are as follows:

Table 1. Coeffisients Sub-Struktural I

		Coefficients^a				
		Unstandardized	Standardized			
		Coefficients	Coefficients			
		Std.				
Model		B	Error	Beta	t	Sig.
1	(Constant)	9.399	3.409		2.757	.008
	Service Quality	.472	.053	.741	8.832	.000

a. Dependent Variable: Service Quality

According to the table above, the value of t statistic or T hitung of 8,832, this obtained a value of 1,998. Then the value of the sig amounted 0.000, the level of significance specified 0.05 so that the value of sig < 0.05 (probability sig > α). This means that there is a positive and significant influence between the quality of service (X) of customer satisfaction (Z).

Tabel 2. Model Summary Sub-Struktural I

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 ^a	.549	.542	2.81471

a. Predictors: (Constant), Service Quality

The magnitude of the value of R Square (R²) on the Model Summary table above, where R² = 0.549 = 54.9% or with the calculation of the coefficient of the determinant is: KD = R² x 100 = 0.7412 x 100 = 54.9%

The figure means the magnitude of the influence of service quality variables (X) on customer satisfaction (Z) of 54.9%. While the rest can be calculated using:

$$\rho Z \varepsilon 1 = \sqrt{(1-R \text{ square})} =$$

$$\sqrt{(1-0,549)} = 0,451$$

The number 0.451 above means the magnitude of other factors in the model outside of customer satisfaction variables (Z). In other words, the variability of customer satisfaction (Z) levels that can be explained using the service quality variable (X) is 0.549 or 54.9%, while the influence of 0.451 or 45.1% is caused by other variables outside of this study.

Thus the structural equation for the SUB-structure of the track diagram is as follows:

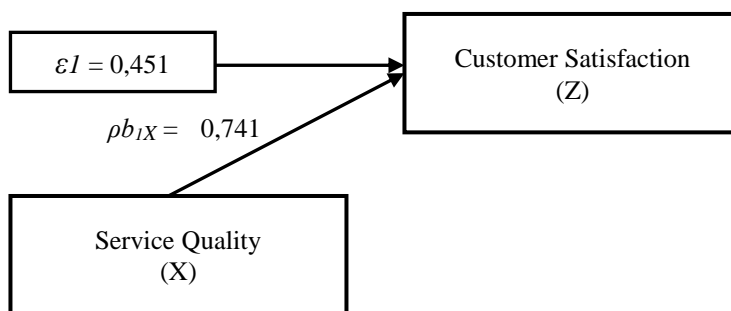


Figure 2. Sub structural Model I and coefficient value

From the test, the equation of sub-structure was obtained as follows:

$$Z = \rho b_1 X + \varepsilon 1$$

$$Z = 0,549 + 0,451$$

T-Test and analysis path structure II of the calculation result is as follows:

Table 3. Coeffisients Sub-Struktural II

		Coefficients ^a				
		Unstandardized		Standardized		
		Coefficients		Coefficients		
		Std.				
Model		B	Error	Beta	t	Sig.
1	(Constant)	-.016	.365		-.045	.964

Customer					
Satisfactio	.800	.009	.996	86.831	.000
n					

a. Dependent Variable: Customer loyalty

The table above shows the amount of Thitung value of 86,831, while the value obtained at 1,998. Then the sig value of 0.000, the equivalent of the significance specified 0.05 to the value of sig < 0.05. This means that there is a positive and significant influence between customer satisfaction (Z) of customer loyalty (Y).

Table 4. Model Summary Sub-Struktural II

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.996 ^a	.992	.991	.30909

a. Predictors: (Constant), Customer Satisfaction

The magnitude of the value of R Square (R2) on the Model Summary table above, where R2 = 0.992 = 99.2% or with the calculation of the coefficient of the determinant is:

$$KD = R^2 \times 100 = 0,996^2 \times 100 = 99,2\%$$

The meaning of the figure indicates that the magnitude of the contribution of customer satisfaction (Z) variables towards customer loyalty (Y) is 99.2%. While the rest can be calculated using:

$$\begin{aligned} \rho_{Y\epsilon} &= \sqrt{(1-R \text{ square})} \\ &= \sqrt{(1-0,992)} = 0,089 \end{aligned}$$

The number 0.089 above means the magnitude of other factors in the model outside of customer satisfaction variables (Z). In other words, customer loyalty level variability (Y) that can

be explained using customer satisfaction variables (Z) is 99.2%, while the influence of 0.089 or 8.9% is caused by other variables outside of this study.

The SUB-structure II path Diagram has changed, namely:

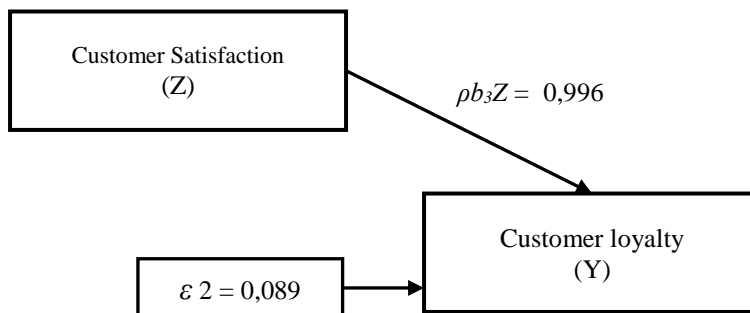


Figure 3. Sub structural Model II with coefficient value

Based on the results of the test, a sub-structural equation of II is obtained as follows:

$$Y = \rho YZ + \epsilon 2$$

$$Y = 0,996 + 0,089$$

Direct influence (B2) Quality of Service (X) on customer loyalty (Y)

Table 5. Coeffisients Effect of Lansung (b2) X variable against Y

Coefficients ^a						
		Unstandardized	Standardized			
		Coefficients	Coefficients			
		Std.				
Model		B	Error	Beta	T	Sig.
1	(Constant)	7.736	2.785		2.778	.007
	Service Quality	.374	.044	.731	8.567	.000

a. Dependent Variable: Customer loyalty

The table above shows the magnitude of the value of Thitung of 8,567, while the value is obtained at 1,998, then the sig value of 0.000, the status of the significance specified 0.05. This

means that there is a positive and significant influence between the quality of service (X) of customer loyalty (Y). This means that there is a positive and significant influence between the quality of service (X) of customer loyalty (Y).

Tabel 6. Model Summary Direct influence (b2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 ^a	.534	.527	2.29946

a. Predictors: (Constant), Service Quality

The table above shows that the magnitude of the R Square (R²) value in the Model Summary table is $R^2 = 0.534 = 53.4\%$.

The meaning of the figure indicates that the contribution of the direct influence of the quality of Service (X) to the customer loyalty (Y) amounted to 53.4%. While the rest can be calculated using:

$$\begin{aligned} \rho b_3XY &= 1 - R \text{ square} \\ &= 1 - 0,534 = 0,466 \end{aligned}$$

The number 0.466 above means the magnitude of the other factors in the model outside the variable quality service (X). In other words, customer loyalty level variability (Y) that can be explained by using the service quality variable (X) is 0.534 or 53.4%, while the influence of 0.466 or 46.6% is caused by other variables outside of this research.

Direct impact Diagram of service quality towards customer loyalty, is as follows:

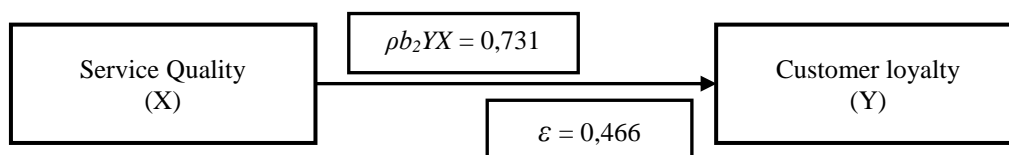


Figure 4. Model Sub structural influence direct X against Y
Coefficient value

From the test, it is obtained the direct effect equation (b2) as follows:

$$Y = \rho XY + \varepsilon$$

$$Y = 0,534 + 0,466$$

Indirect influence (b_2) Quality of Service (X) to customer loyalty (Y) through Satisfaction (Z) as a variable of pemediation.

Based on the results of the line coefficient on the sub-structures I and sub-structures II, it can be described as a whole which illustrates the influence of causality between X variables to Y through Z as follows:

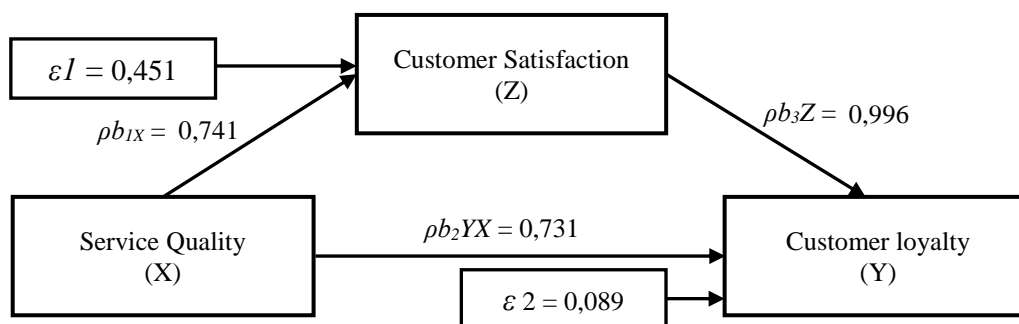


Figure 5. Causal relationships of variables X and Z against Y and causal X variables against Y through Z

The result of the pathway coefficient on the sub-structures I and sub-structures II is transformed into structural equations, as follows:

$$Z = \rho b_1 X + \epsilon 1$$

$$Z = 0,549 + 0,451$$

$$Y = \rho b_3 Z + \epsilon 2$$

$$Y = 0,996 + 0,089$$

Table 7. Coeffisient Summary of line analysis (Path Analysis)

Variabel	Koefisien Jalur	Influence		Total (%)
		direct	Indirect	
X Against Z	0,741	54.9	-	54,9
Z Against Y	0,996	99.2	-	99.2

X Against Y	0,731	-	-	-
X Against Y Through Z	0,546	-	54,6	54,6

Source: *Self-processed results (2020)*

The overall impact of service quality variables (X) on customer satisfaction (Z) in shaping customer loyalty (Y) is as follows:

Influence of quality of service (X) to Customer satisfaction (Z) in the field of business & material materials PT. Mixindo Utama Kota Sukabumi Registration $(0,741)^2 = 0,549 = 54,9\%$. And the remaining 45.1% is influenced by other variables outside of this study. The influence of quality of service to customer satisfaction has a significance $0.000 < 0.05$ smaller ($\text{sig} < \alpha$) (Significance of 0.05), and t_{stat} (t_{hitung}) of 8,832. Compared with the T value of the table in the distribution table T, where $\alpha = 0.05$, with DF = 66 obtained t_{tabel} of 1,998. Very good $t_{\text{hitung}} > t_{\text{tabel}}$ OR $(8,832 > 1,998)$, then the H0 rejected H1 accepted. Service quality is positive and significant to customer satisfaction. The results of this study showed that there is customer satisfaction in the use of construction services and material materials of PT. Mixindo Utama Kota Sukabumi is not separated from the company's efforts to always maintain and improve the quality of services ranging from physical appearance, empathy namely the willingness of employees and companies to be more concerned in giving personal attention to customers or clients, the reliability that demonstrates the company's ability to provide services in accordance with the promised, trustworthy, accurate and consistent, and the certainty of the ability of employees to bring confidence and trust in the promises that have been given to the customer.

Effect of customer satisfaction (Z) on customer loyalty (Y) in the field of Business Services & material material PT. Mixindo Utama Kota Sukabumi Registration $(0,996)^2 = 0,996 = 99,2\%$. And the remaining 0.08% is influenced by other variables outside of this study. Customer satisfaction affects the loyalty of customers with significance value $0.000 < 0.05$, value t_{hitung} of 86,831. This value is compared to the T value of the table in the distribution table T, hence $\alpha = 0.05$, $df = 66$, then done testing, obtained T table by 1,998. So that $t_{\text{hitung}} > t_{\text{tabel}}$ OR $(86,831 > 1,998)$. This means that customer satisfaction has a positive and significant impact on the Panggan loyalty. From this result proves that the end of customer satisfaction will be at the customer loyalty point to always

use the service and material materials PT. Mixindo Utama Kota Sukabumi, because the customer satisfaction is showing the suitability between the expectation with the performance of the product or service that it uses in proportion to the amount of its sacrifice to get the product or service.

Influence of quality of service (X) to customer loyalty (Z) in the field of business & material materials PT. Mixindo Utama City of Sukabumi Registration $(0,731)^2 = 0,534 = 53,4\%$. And the remaining 46.6% is influenced by other variables outside of this study. The influence of quality of service to customer satisfaction has a significance $0.000 < 0.05$ smaller ($\text{sig} < \alpha$) (equivalent significance 0.05), and t_{stat} (t_{hitung}) of 8,567. Compared with the T value of the table in the distribution table T, where $\alpha = 0.05$, with $DF = 66$ then obtained T table of 1,998. So $t \text{ count} > T$ table or $(8,832 > 1,998)$. Thus, the quality of service directly affects customer loyalty. Based on the results of this study showed that the creation of customer loyalty to always use construction services and material materials PT. Mixindo Utama Kota Sukabumi sustainably because of the quality of service that suits the needs and expectations of customers so that it can be a driver for customers to use the company's services and products continuously and do not switch despite obtaining an attractive offer from the competitor company.

Influence of service Quality (X) to customer loyalty (Y) through customer satisfaction (Z) in the field of business & material material of PT. Mixindo Utama Sukabumi City, amounting to $0741 \times 0.996 = 0.546 = 54.6\%$. And the remaining 45.4% is influenced by other variables outside of this study. These results indicate that there is an increase in the influence of quality of service towards customer loyalty through the customer satisfaction first as a variable of the pemediation, in other words customer satisfaction is able to be a liaison service quality in an influence on customer loyalty. Which means that the good quality of service provided by PT. Mixindo Utama Sukabumi City to customers has been able to provide more value and benefits as well as able to meet the needs and expectations of customers so that the feelings come up satisfied or impressive for the performance of various services or products PT. Mixindo Utama Sukabumi will ultimately lead to loyal customer attitudes and behavior and willing to continuously use the services or products of PT. Mixindo Utama Sukabumi in accordance with needs.

Conclusions and suggestions

The quality of service has a positive and significant influence on customer satisfaction. At PT. Mixindo Utama Sukabumi City by focusing on physical appearance, empathy, fast response in providing service and resolving complaints, reliability in delivering services with a consistent promise, and there is always a certainty that can cause confidence for customers.

Service satisfaction has positive and significant impact on customer loyalty at PT. Mixindo Utama Sukabumi City. This can be seen from a custom between the expectations and needs of customers with the performance of the product or service that is able to provide more value and benefits for customers than in the time spent to get the services and products.

Quality of service has a direct positive and significant influence on customer satisfaction. At PT. Mixindo Utama Sukabumi This thing is because the company always provide quality service that suits the needs and expectations of customers so that it can be a stimulus for customers to use the company's services and products continuously and do not switch.

Customer satisfaction proved to be a pemediation in connecting service quality to customer loyalty PT. Mixindo Utama Sukabumi City. Satisfaction has the influence to connect the quality of service to the creation of customer loyalty. This means that the greater the satisfaction number that connects the quality of service to the establishment of loyalty, the higher the likelihood of customer loyalty formation.

This research can be entered for PT. Mixindo Utama Kota Sukabumi and its employees to maintain and improve the quality of service in accordance with the needs and expectations of current and future customers. With the quality of good service is expected to create customer satisfaction that is created and the customer loyalty is maintained.

This research can be an input for the customer or community, especially in choosing a service or product that suits the needs so that it does not disappoint later on.

For other researchers who want to do similar research, it is advisable to increase the number of variables and samples, using other methods and analysis tools that approach perfection in research so as to improve weakness in this research.

References

1. Chung, K.-H., Yu, J. E., Myong, G. G., & Shin, J. I. (2015). The Effects of CRS on Customer Satisfaction and Loyalty in China: The Moderating Role of Corporate Image. *Journal of Economics, Business and Management*, Vol. 3, No. 5, 542–547.
2. Cooper, D. R., Schlinder, P. S., & Pamela, S. (2014). *Business Research Methods*. McGraw - Hill Education. New York.
3. Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative and Mixed Methods Approach (Fourth Edi)*. SAGE Publication Inc.
4. Daryanto, & Setyobudi, I. (2014). *Konsumen dan Pelayanan Prima*. Gava Media.
5. Dewi, N. K. A. (2016). Pengaruh Kualitas Layanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Pada Pelanggan Dunkin' Donuts Di Surabaya Dan Sidoarjo). *BISMA, Bisnis Dan Manajemen*. Universitas Suarabaya. Vol.9, No. 1, 43–55.
6. Firmansyah, D., Susetyo, D. P., Suryana, A., & Rifai, A. A. (2020). Analisis Pengaruh Kualitas Produk Dan Harga Terhadap Loyalitas Pelanggan Di Usaha Minuman Ringan Bubble'ku Bubble Drink Dan Ice Blend Di Ramayana Dept. Store Kota Sukabumi. *Jurnal Mirai Management, STIE AMKOP. Makasar., 293–303*. <https://doi.org/DOI:https://doi.org/10.1234/mirai.v5i2.619>
7. Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23 Edisi 8 (8th ed.)*. Universitas Diponegoro.
8. Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program SPSS 4th Edition (9th ed.)*. Badan Penerbit Universitas Diponegoro.
9. Hushodo, W. R. (2015). Pengaruh Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Pada Obyek Wisata Dumilah Water Park Madiun. *EQUILIBRIUM Jurnal Ilmiah Ekonomi Dan Pembelajarannya. IKIP PGRI Madiun, 176–187*. <https://doi.org/DOI:10.25273/equilibrium.v3i2.667>
10. Irjayanti, E., Tamy, J. R. E., & Mukuan, D. D. S. (2018). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pada Klinik Esther House of Beauty Manado (Studi Kasus Pada Pelanggan Klinik Esther House of Beauty Manado). *Jurusan Ilmu Administrasi Program Studi Administrasi Bisnis*. No. 6, Vol. 2, 1–9.
11. Kotler, Philip, & Keller, K. L. (2016). *Marketing Management, 15th edition*. New Jersey: Pearson Pretice Hall.
12. Kotler, Philip, & Amstrong, G. (2016). *Dasar-Dasar Pemasaran. Jilid 1, Edisi Kesembilan (Ke-9)*. Jakarta: Erlangga.
13. Kotler, Philip, & Keller, K. (2014). *Manajemen Pemasaran; Jilid 2*. In Erlangga. Jakarta (Millenium). Erlangga. http://lib.unika.ac.id/index.php?p=show_detail&id=50366&keywords=kotler
14. Kotler, Philip, & Keller, K. L. (2016). *Marketing Management, Global Marketing, 15 th Editon (15 th Edit)*. Pearson Education Limited. Inc.
15. Malau, H. (2017). *Manajemen Pemasaran*. CV. Alfabeta. Bandung.
16. Sangadji, E. M., & Sopiah. (2013). *Perilaku Konsumen*. Yogyakarta: Andi.
17. Silalahi, U. (2012). *Metodologi Penelitian Sosial (A. Gunarsa (ed.))*. Refika Aditama.

18. Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. CV. Alfabeta. Bandung.
19. Sumertana, I. W. (2016). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Water Park Seririt Singaraja Tahun 2014-2015. *Jurnal Program Studi Pendidikan Ekonomi (JPPE)*. Universitas Pendidikan Ganesha. Vol. 7, No. 2, 1–10.
20. Tjiptono, F., & Chandra, G. (2019). *Service, Quality & Customer Satisfaction*. Andi Offset. Yogyakarta.
21. Tjiptono, F., & Gregous, C. (2016). *Service Quality dan Satisfaction (Ed. 4)*. Andi Offset.