

The relationship between service quality, trust, and consumer satisfaction on consumer loyalty

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Abstract

Consumer loyalty is an essential thing in the world of marketing. A company is also required to cultivate its competitive advantage through various innovative, creative, and efficient efforts so that it becomes a choice of existing consumers, and it is hoped that, in the end, they will be loyal to the company. This study aims to determine service quality, trust, and consumer satisfaction on consumer loyalty at beauty salon raf beauty art Ponorogo. The sample is a consumer who has had treatment at the RAF Beauty Art Beauty Salon, using a purposive sampling technique and a sample of 100 respondents. The analysis used in this study uses multiple linear regression analysis using the SPSS 26 program to show that perceived trust partially and customer satisfaction have a positive and significant influence on consumer loyalty.

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Introduction

In this modern era, teenagers have started to pay attention to their appearance, not only the fashion they wear but also their facial and body care, so more and more companies are providing goods and services. It can be seen that nowadays, many teenagers go to beauty clinics or beauty salons to treat their bodies and faces, such as doing cream baths, body scrubs, massages, manicures and pedicures, facials, eyelash extensions, and so on. In addition, it is also coupled with a more consumptive lifestyle in society. Maintaining customer loyalty means consumers will use the company's products or services repeatedly, can build a stable customer base, and minimize churn rates (customer turnover). This is important because retaining existing customers is usually more efficient and economical than finding new ones. Loyal consumers tend to buy products or use company services consistently. This provides a stable and reliable income for the company. In the long run, retaining loyal customers can help create financial stability and sustainable growth. Loyal consumers tend to provide positive recommendations to others about the company's products or services. They can become strong brand ambassadors and organically promote the company to their family, friends, and acquaintances. Positive word-of-mouth generated by loyal customers can contribute significantly to the growth of your business without the need for prominent marketing outlays.

This increases the opportunity to establish a business where the treatment can be called a beauty salon that provides many services to meet all the needs of consumers. There are various types of treatment in Indonesia, and they are growing with the times, providing various new services to attract customers and make consumers loyal. Consumer loyalty is an essential thing in the world of marketing, loyalty cannot be bought using money, but loyalty is an emotional attitude that arises from a person who will foster a loyal attitude by a customer. A company having loyal customers is the ultimate goal of all companies, and to get loyal customers, most companies still need to understand what to do. A lack of knowledge about service quality can also make consumers feel that the service provided could be better, so consumers do not trust the company, and companies that pay less attention to customer satisfaction for what they need will undoubtedly find it difficult to gain customer loyalty. All of these things are supporting things for the occurrence of consumer loyalty to a company.

This is in accordance with research conducted by Sumarwan, (2020) that service quality has a positive and significant effect on loyalty consumer. However, it is different from other research according to Lyna (2021) that service quality does not have a significant effect on consumer loyalty. According to another study conducted by Kamilullah (2018) that consumer satisfaction and trust have a positive and significant effect on consumer loyalty. From some of the results of this research, it has been able to present models and conceptual frameworks and provide various information. However, many previous research studies only included discussions on the goods sales sector, both online and offline. Even though the service industry has great potential to grow the Indonesian economy. The service sector has become the main source of Indonesia's economic growth through various industries. One area that is growing rapidly in the service sector is the beauty business. This is interesting to study, especially since the beauty sector from a consumer point of view tends to be more homogeneous, that is, it is mostly done by women. Thus, this study will provide new insights in understanding the service sector, especially in the field of beauty and understanding the factors that make homogeneous consumers loyal.

There are many kinds of businesses in the beauty sector, one of which is a beauty salon business. At this time, many clinics or salons have sprung up that offer beauty care services from head to toe. Many teenagers to adults at this time have entered new needs as their basic needs, one of these needs is fashionable care. This has proven to be increasingly popping up as salon

services in Ponorogo, namely Alisa Julian Salon, Mhomo Beauty Salon, and one of them is the RAF Beauty Art Salon. In 2022 in Ponorogo many people are taking courses for fashionable treatments and they are opening these fashionable salon businesses, so that many new fashionable salons have emerged which are competitors to the RAF Beauty Art Salon. However, the RAF Beauty Art Salon still has consumers who are widely suspected of the loyalty of consumers to the RAF Beauty Art Salon.

This study aims to determine what factors can influence consumer loyalty at the Raf Beauty Art Ponorogo Beauty Salon. How service quality, trust, and customer satisfaction can be carried out in a balanced way. And how changes in service quality, trust, and customer satisfaction can improve consumer loyalty or conversely reduce consumer loyalty.

Literatur review and hypothesis

Consumer loyalty

Griffin in Sangadji and Sopiah (2018) defines consumer loyalty as a form of consumer behavior in making decisions to make successive purchases of a product they have chosen. Consumer loyalty is a very important thing in the world of marketing. Loyalty cannot be bought using money, but loyalty is an emotional attitude that arises from someone who will foster a loyal attitude by a customer. A company is also required to be able to cultivate its competitive advantage through various innovative, creative and efficient efforts so that it becomes a choice of existing consumers and it is hoped that in the end they will be loyal to the company.

Service quality

According to Tjiptono (2012) service means a presentation of a product or service in accordance with the standards that apply to the place where the product or service is delivered and the delivery is in accordance with what the consumer wants. Service quality is a service provided to consumers so that they can fulfill their needs but cannot be owned and cannot be realized. Good service quality must pay attention to the desires and needs of consumers, whether or not consumers are satisfied with the services provided by the company will have an influence on consumer behavior after making a purchase. Based on research conducted by Nugroho (2015) there is a positive and significant influence between Service Quality on Consumer Loyalty. Based on this explanation, the hypothesis in this study can be formulated as follows:

H1: Service quality has a significant effect on consumer loyalty

Trust

Siagian (2014), argued that trust is a belief from a party regarding intentions and behavior aimed at another party. Building a trust is very important because trust is the key to the survival of a brand in the long term. Consumer trust is important for service providers based on reliability and integrity so that consumers have the confidence to build long-term relationships. Based on research conducted by Adinugroho (2015) there is a positive and significant influence between trust on consumer loyalty. Based on this explanation, the second hypothesis proposed in this study is as follows:

H2: Trust has a significant effect on consumer loyalty

Consumer satisfaction

Kotler and Keller (2017) define that consumer satisfaction is a consumer feeling, either in the form of pleasure or disappointment that arises from a comparison of the appearance of a product that is associated with consumer expectations for that product. If the appearance of the product matches or is better than what consumers expect, then satisfaction or pleasure will be felt by consumers. The relationship between customer satisfaction also has an influence on customer loyalty, because consumers will be satisfied if the product or service offered is as expected and consumers will show their loyalty to the company. Based on research conducted by Memey (2019) there is a positive and significant influence between consumer satisfaction and consumer loyalty. Based on this explanation, the third hypothesis proposed in this study is as follows:

H3: Consumer satisfaction has a significant effect on consumer loyalty

Metode

In this study, this type of research was used, namely the quantitative method, because in this study the researcher processed numbers or research data in the form of numbers and analyzed using statistics. Quantitative research methods are carried out based on the philosophy of positivism to conduct research.

Table 1.
Validity and reliability test results

Variable	Item	Anti-image	KMO	Cronbach's Alpha	Explanation
Service Quality	SQ1	0,630	0,660	0,839	Valid and Reliable
	SQ2	0,665			
	SQ3	0,711			
	SQ4	0,599			
	SQ5	0,706			
Trust	T1	0,821	0,847	0,892	Valid and Reliable
	T2	0,833			
	T3	0,875			
	T4	0,910			
	T5	0,828			
	T6	0,821			
Consumer Satisfaction	CS1	0,794	0,624	0,745	Valid and Reliable
	CS2	0,585			
	CS3	0,599			
Consumer Loyalty	CL1	0,728	0,757	0,828	Valid and Reliable
	CL2	0,798			
	CL3	0,730			
	CL4	0,793			

Source: Primary data processed with SPSS 26.00 (2023)

Notes: SQ = Service Quality, T = Trust, CS = Consumer Satisfaction, CL = Consumer Loyalty

Population and sampling procedure

The population in this study were all consumers who had received treatment at RAF Beauty Art Beauty Salon from July to December 2022, totaling 2,000 people. According to Arikunto (2018) if the number of respondents is more than 100, then sampling is 10% -25% or 20% -25% or more. Based on this opinion, the sampling in this study is 20%. Based on the calculation of the sample who became respondents in this study, there were 100 consumers as a sample which would represent the population of all total consumers of RAF Beauty Art Ponorogo Salon. This is done to facilitate data processing and better test results. This research itself uses the Nonprobability Sampling technique by using Purposive Sampling, which is a sampling technique based on the researcher's considerations about which sample is most appropriate and can represent a population.

Measurement

For service quality variables, trust, customer satisfaction, and consumer loyalty are measured using a Likert scale of 5 points from 1 (strongly disagree) to 5 (strongly agree). The measurement indicators were adapted from previous research to find out the relationship between service quality, trust, and consumer satisfaction on consumer loyalty at Ponorogo. The measurement indicators used for service quality variables are tangible, reliability, responsiveness, assurance, and empathy (Tjiptono, 2012). Furthermore, the measurement indicators for the trust variable used are satisfaction guarantee, benevolence, and attention (Sukma, 2012). For consumer satisfaction variables, the measurement indicators used are price suitability, interest in revisiting, and willingness to recommend (Tjiptono & Chandra, 2017). For the consumer loyalty variable, the measurement indicators used are choosing to use a product or service as a top priority, resistance to sensitive influences about the company, repeat purchases, and rejection of competitor products (Griffin, 2013). Based on table 1 it can be seen that all statement items for service quality, trust, and consumer satisfaction variables are stated to be valid. For the results of the reliability test for service quality, trust, and consumer satisfaction, it can be concluded that all statement items are reliable because the value of Cronbach's alpha for all variables is > 0.70 .

Results and discussion

The results of managing the coefficient of determination in Table 2 obtained an R^2 value of 0.578. This result means that the independent variables service quality, trust, and customer satisfaction can influence the consumer loyalty variable by 57.8%, and the remaining 42.2% comes from outside influences of this research variable. The R^2 value is classified as moderate so that there is a close relationship between the independent and dependent variables at the RAF Beauty Art Ponorogo Beauty Salon. According to the results of processing the hypothesis test, namely the F test in Table 2, variables service quality, trust, and consumer satisfaction together, it is known if the F-count value is 43,755 $>$ F-table 3.09 and its significant value 0.000 $<$ 0.05, it can be concluded that H_0 is rejected. H_a is accepted, meaning that the variables service quality, trust, and consumer satisfaction simultaneously or together positively and significantly affect the Consumer Loyalty variable at the Salon Beauty RAF Beauty Art Ponorogo.

Based on the table 2, it is known that the coefficient of determination is found in the R Square value of 0.578. This value is the percentage contribution of the independent variable to the dependent variable. The value of the R Square when converted in the form of a percentage is 57.8%. This percentage explains that the variables Service Quality, Trust, and Consumer Satisfaction are able to influence the Consumer Loyalty variable by 57.8% and the rest is influenced by other variables outside the research, namely by 42.2%.

Table 2.

Hypothesis testing

<i>Hypothesis</i>	<i>Relationships</i>	<i>Beta</i>	<i>T Statistics</i>	<i>R Square</i>	<i>F Square</i>	<i>p-values</i>
H1	SQ → CL	0,142	1,212*			0,228*
H2	T → CL	0,296	3,488**	0,578	43,755	0,001**
H3	CS → CL	0,426	2,523**			0,013**

Source: Primary data processed with SPSS 26.00, 2023

Note: ** statistically significant at the 5 percent. * not significant, SQ = Service Quality, T = Trust, CS = Consumer Satisfaction, CL = Consumer Loyalty

Based on the SPSS output results table 2, information can be obtained, namely first, the service quality variable partially has no significant effect on consumer loyalty where the calculated t value is smaller than the t table value ($1,212 < 1,984$) and the probability value ($0,228 > 0,05$). Second, the trust variable partially has a significant effect on consumer loyalty with a calculated t value that is greater than the t table value ($3,488 > 1,984$) and a probability value ($0,001 < 0,05$). Third, the consumer satisfaction variable partially has a significant effect on consumer loyalty with a calculated t value that is greater than the t table value ($2,523 > 1,984$) and a probability value ($0,013 < 0,05$).

Discussion

The results of data analysis show that customer loyalty at Salon RAF Beauty Art Ponorogo is not influenced by service quality factors. This is because conscientious customers feel that their loyalty to RAF Beauty Art customers is not only that they pay attention to the service, but because the RAF Beauty Art Beauty Salon has become a part of their lives. This is in line with the opinion of Tjiptono (2012) which explains that service quality is the level of excellence expected and control over the level of excellence to fulfill customer desires. All forms of service carried out by a person or its implementation. Service quality is used as a measure of how good the level of service provided to consumers is a behavior given by sellers to what consumers want in order to satisfy consumer needs and desires.

The results of this study are inconsistent with the research of Hadi Firdaus, (2017) which states that service quality and customer satisfaction have a positive and significant effect on customer loyalty in using GO-JEK services. Therefore good service quality does not always have an influence on consumers to continue to use the services of the RAF Beauty Art Beauty Salon. This shows that when consumers get service, it will not always make consumers loyal, because the quality of service received by each consumer is different. Therefore service quality is not always the main factor that makes customers loyal. However, this research is supported by research conducted by Willyanto (2021) which states that service quality has no effect on customer loyalty and consumer satisfaction has an effect on customer loyalty.

The effect of trust on consumer loyalty. It can be seen that the trust given can greatly affect loyalty. Lau & Lee (2012) developed the concept of customer trust in a brand (brand in a trust) where "brand trust is defined as the willingness of customers to trust or rely on a brand in a risky situation because there is an expectation that the brand will provide positive results". Customer trust in the brand above is associated with the customer's willingness to accept risks in the hope that the customer will get value that matches or exceeds his expectations. The essence that makes customers believe in a particular company or brand is the accuracy of promises made to

customers, these promises are able to be implemented and all company personnel are committed to fulfilling these promises, both the company and the brand

The results of this study are also supported by research conducted by Altje Tumble (2016), the results of this study indicate that there is a positive and significant influence between the variables of trust and satisfaction on customer loyalty at PT Bank BtpnMitra Usaha Rakyat, Amurang Branch, South Minahasa Regency positively and significant. Based on this research, it can be concluded that trust and satisfaction have a significant effect on customer loyalty.

The effect of consumer satisfaction on consumer loyalty. Based on the respondents' answers to the statement items in the research questionnaire, that the respondents agreed that they were interested in making a repurchase at the RAF Beauty Art Beauty Salon because they were satisfied with the results of the quality of the products obtained, besides that consumers also felt that what they got exceeded what they expect. This satisfaction is shown by consumers by giving positive reviews of products from the RAF Beauty Art Ponorogo Beauty Salon. In addition, consumers are happy to recommend their friends or relatives to visit. According to Schnaars in Tjiptono (2019), basically the goal of a business is to create satisfied consumers. The creation of customer satisfaction can provide benefits, including the relationship between the company and its consumers to be harmonious, providing a good basis for repeat purchases and creating consumer loyalty. Therefore, companies should always maintain harmony with consumers. Beauty Salon RAF Beauty Art Ponorogo is a company that has many competitors, who certainly want to always retain customers and always try to increase the number of new customers who are loyal to the products they have. The results of this study are in line with research conducted by Safitri (2020) which shows that satisfaction has a positive and significant effect on consumer loyalty to wardah cosmetic products in Ponorogo. Concurrent research was also conducted by Pratiwi (2022) which showed that product satisfaction has a positive effect on consumer loyalty to customers of PT. POS Indonesia (Persero) in Ponorogo City.

Loyal customers tend to be less price sensitive. They are more likely to choose a company's product or service even if cheaper options exist. Thus, companies can set prices with better margins, increase profitability, and avoid costly price wars. Loyal consumers tend to be more active in providing feedback about the company's products or services. They feel attached to and are vested in ensuring that the product or service remains of the highest quality. This feedback is valuable because it can help companies continue making product improvements and innovations, increase customer satisfaction, and maintain competitive advantage.

Maintaining consumer loyalty is an important goal for every company; thus, companies need to do the following: First, maintaining superior product or service quality is critical in maintaining consumer loyalty. Make sure the product or service meets or even exceeds customer expectations. Continue to evaluate and continuously improve to ensure quality remains high. Second, providing responsive, friendly, and efficient customer service can create a positive customer experience. Ensure that the customer service team is appropriately trained and ready to assist customers in dealing with their questions, problems, or complaints quickly and effectively. Third, understand the customer's individual needs and preferences. Companies need to use customer data to provide customized and customized experiences. This includes everything from special offers to relevant recommendations to messages and communications tailored to customer preferences. Fourth, companies need to carry out attractive loyalty programs and provide incentives for loyal customers. For example, they provide exclusive discounts, reward points, prizes, or premium memberships that provide additional benefits. These programs incentivize customers to keep choosing the company's products or services. Finally, do not ignore or ignore problems as they arise. Provide adequate resolution and make

sure the customer feels heard and valued. Handling problems can turn negative experiences into opportunities to strengthen customer loyalty.

Conclusion

Perceived service quality does not positively and significantly affect consumer loyalty at the RAF Beauty Art Ponorogo Beauty Salon. Perceived trust partially has a positive and significant influence on consumer loyalty at the RAF Beauty Art Ponorogo Beauty Salon. Perceived customer satisfaction partially positively and significantly influences consumer loyalty at the RAF Beauty Art Ponorogo Beauty Salon. The manager of the RAF Beauty Art Ponorogo Beauty Salon is advised to be more concerned about the problems faced by consumers by understanding various consumer problems and being able to provide the right solutions. These results indicate that consumers who perform maintenance at the RAF Salon feel comfortable and satisfied with the attentive service employees provide. The salon must support and increase customer satisfaction, such as comfort when consumers do treatment, complete and comfortable facilities, and satisfactory quality results obtained by consumers. They are increasing the factors that support consumer trust, namely establishing good relations and providing evidence of promises made to consumers in the long term.

This research has limitations because the limited research time significantly limits researchers to maximize the search for respondent data. After all, not all respondents are willing to give a short time to complete the questionnaire. The use of questionnaires has limitations, such as sometimes the answers given by the sample need to reflect the actual situation. The researcher realizes and admits that in this study, there are still shortcomings, mistakes, and limitations; therefore, for further researchers, it would be nice to do research data mining from consumers that are even more complex in order to provide maximum results in answering existing problems.

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