

The Influence of Service Quality and Customer Satisfaction on Customer Loyalty at the Brastagi Gatot Subroto Supermarket Medan

Hetti Elviani^{1*}, Julianto Hutasukut²

^{1,2} Faculty of Economics, Universitas Muslim Nusantara Al-Washliyah, Medan, Indonesia.

*Corresponding Author:

Email: hettielviani825@mail.com, julianto@umnaw.ac.id

Abstract

The purpose of this study is to examine how customer happiness and service quality affect customer loyalty at Brastagi Gatot Subroto Supermarket in Medan. This study used a quantitative methodology. Observation, recordkeeping, and questionnaires are all used as research data collection methods. The Supermarket Brastagi Gatot Subroto Medan's entire customer base makes up the research population. 150 clients of the Brastagi Gatot Subroto Supermarket in Medan served as samples for this study, which was calculated using the Hair formula. Multiple linear regression analysis utilizing the SPSS Version 25.00 application is the data analysis method. The study's findings demonstrate that customer loyalty at the Supermarket Brastagi Gatot Subroto Medan is positively and significantly influenced by service quality, with a coefficient value of 0.603, a t -count $>$ t -table value of (10.769 $>$ 1.6550), and a significant value of 0.000 less than 0.05. At the Supermarket Brastagi Gatot Subroto Medan, customer satisfaction has a positive and substantial impact on customer loyalty, with a coefficient value of 0.319, t -count $>$ t -table (5.718 $>$ 1.6550), and a significant 0.000 less than 0.05. With a value of F count (145.217) $>$ F table (3.06), and a significance value of 0.000 0.05, the findings of the F test demonstrate that service quality and customer satisfaction simultaneously affect customer loyalty at the Supermarket Brastagi Gatot Subroto Medan.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty

1. Introduction

The globalization period has significantly impacted marketing and introduced fresh difficulties to the field of marketing today. The ability to comprehend how global events impact the domestic market, the hunt for fresh breakthrough prospects, and of course how these advancements will impact the company's marketing routines, is a must for marketers. Entrepreneurs are vying for potential consumers' pity and loyalty by offering a variety of customer requests. It is certain that the client will return to acquire the goods provided by the business if they have made the decision to become a customer.

Every firm is becoming more conscious of the value of customer loyalty factors in this period of intense competition to ensure the survival of their organization. A devoted customer grows in value for the business. By providing the business with favorable feedback, loyal consumers can help the company spend less time and energy acquiring new ones. Retaining current clients might save businesses more money than acquiring new ones.

Client satisfaction is a factor that must be taken into account. If the customer is happy with the service received, it will undoubtedly have a favorable psychological effect and could affect their loyalty to the provider of the satisfaction. If a customer already feels satisfied with the services received, it is likely that they will be a loyal customer and not seek for alternative services. The results of the pre-survey questionnaire on the variable of customer loyalty shown in table 1 below are as follows:

Table 1. Results of the Pre-survey of Consumer Loyalty Variables

No	Indicator	Don't agree	Percentage	Agree	Percentage
Consumer Loyalty					
1	I always visit the Brastagi Gatot Subroto Supermarket in Medan when I go shopping.	14	47%	16	53%
2	The Brastagi Gatot Subroto Supermarket in Medan offers superior and more recent goods than its rivals.	17	57%	13	43%
3	Customers have long praised Brastagi Gatot Subroto Supermarket in Medan for its positive reputation.	15	50%	15	50%
4	The Brastagi Gatot Subroto Supermarket in Medan consistently provides excellent customer service.	19	63%	11	37%
5	I often tell people to shop at the Brastagi Gatot Subroto Medan supermarket.	15	50%	15	50%
6	People that refer business to Brastagi Gatot Subroto Supermarket Medan are consistently given rewards.	15	50%	15	50%
7	I frequently extol the virtues of Brastagi Gatot Subroto Supermarket in Medan to others.	14	47%	16	53%
8	I frequently purchase items at the Supermarket Brastagi Gatot Subroto Medan.	8	27%	22	73%
9	Brastagi Gatot Subroto Supermarket in Medan consistently provides goods that aren't necessarily offered by other businesses.	5	17%	25	83%
10	I consistently purchase goods from Supermarket Brastagi Gatot Subroto Medan.	15	50%	15	50%

Source: Brastagi Supermarket Consumer Gatot Subroto, 2022

Table 1 displays the findings of a pre-survey questionnaire given to 30 customers of the Brastagi Gatot Subroto Supermarket, which revealed that some respondents still indicated their disagreement with the statement's findings in the markers of customer loyalty. "The Brastagi Gatot Subroto Supermarket in Medan offers superior and more recent goods than its rivals." As many as 17 respondents (57%) and as many as 19 people (63%) agreed with the statement "The Supermarket Brastagi Gatot Subroto Medan usually gives good service to consumers."

There are still customers who refuse to join the Brastagi Gatot Subroto Supermarket Medan's membership program, which is causing a problem with customer satisfaction there. In essence, if a consumer is become a member, the customer will receive benefits after joining, such

as cheap groceries, points, special awards, and many other advantages. When considering member card incentives to consumers who purchase at the Brastagi Gatot Subroto Supermarket Medan, customer satisfaction is still seen as being rather poor.

The Brastagi Gatot Subroto Supermarket in Medan employs a pop disc system with vibrant colors, holds time-limited promotions for products offered, requires that the product's layout match the customer's vision, and offers substantial discounts on the goods it sells to customers as part of its customer-growth strategy customer. The importance of client loyalty is intimately tied to the stability of the business and to the company's potential for future rapid expansion. Therefore, a definitional strategy such as attempting to retain existing customers is more crucial than an aggressive strategy such as expanding the size of the market by luring potential customers in order for a company to be able to maintain a stable level of profit when the market reaches maturity and business competition is fierce. Graph 1 below shows information on the number of shoppers at the Brastagi Gatot Subroto Supermarket in Medan from July to December 2021:

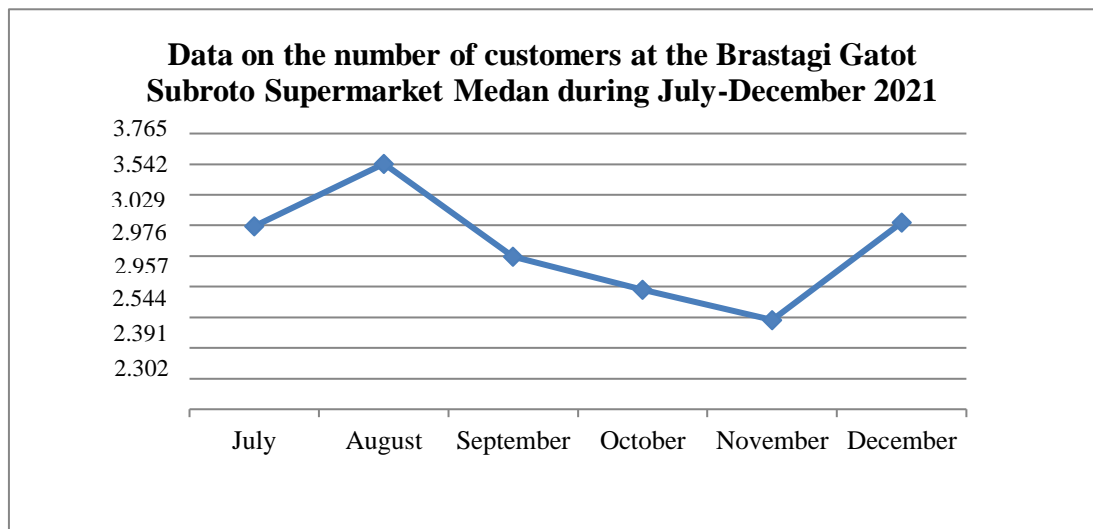


Figure 1. Data on the number of customers of the Brastagi Gatot Subroto Supermarket Medan (July-December 2021)

Source: Brastagi Gatot Subroto Supermarket Medan, 2022

The graph shows that Brastagi Gatot Subroto Supermarket in Medan receives a variable number of visitors each month. The number of visits decreased for 4 months, from July (3,029) to September (2,976) to October (2,957) to November (2,544), before rising once more in December (3,209). Large celebrations during the month are typically what cause the number of visitors to spike, but the fluctuating number of visitors is also thought to be a result of the factor of consumer satisfaction, which is still subpar and causes customers to choose competing stores when they want to shop because some Supermarket Brastagi Gatot Subroto Medan employees still don't smile, are unfriendly, or show much consideration. The low customer loyalty at the Brastagi Gatot Subroto Supermarket in Medan, which is still low, can also be explained by the fact that the number of customers fell starting in July (3,029), September (2,976), October (2,957), and November (2,544). This is a result of low consumer loyalty, which makes people prefer to shop at rival companies.

2. Literature Review

2.1. Service Quality

Customers' needs are given top attention by businesses in the service sector in highly competitive markets in order to ensure their survival, dominance, and profitability. From a customer's perspective, service quality in service businesses is crucial. Customers evaluate services based on both the results of the service as well as the method used to deliver it. Customers' consumption habits and lifestyles necessitate that businesses be able to offer high-quality services. The organization must prioritize service quality if it wants to continue to exist and win customers' trust (Kotler and Keller. 2012: 23).

Service quality is a method of comparing the level of service obtained with the level of service anticipated, according to Shafwan (2018: 78). Companies must be able to deliver high-quality services that can satisfy customers' wants and aspirations in order to compete, thrive, and develop. According to Tjiptono (2017:81), tangible (physical evidence) includes physical facilities, services, and the look of personnel when measuring service quality, responsiveness, eagerness to assist clients and offer prompt service, Empathy is defined as caring, providing individualized or personal attention offered by the company to its clients. Reliability is the capacity to perform reliable and accurate services, Assurance (guarantee) is the knowledge and courtesy of their staff and their ability to inspire trust.

According to Shafwan (2018:269), delivering responsive service entails motivating personnel to address client issues by offering assurances such as expertise, competence, courtesies, and trustworthiness, as well as attention and tangible proof. In most cases, service quality is not considered as a separate construct but rather as a target that incorporates various variables to determine overall service quality.

According to Tjiptono's (2017:174) perspective, some service service indicators include: 1) Reliability, or the capacity to deliver the promised service promptly, precisely, and adequately. The ability to deliver the required information when asked for is an illustration of dependability in the sector of information processing services. 2) Responsiveness, which refers to a staff member's or an employee's eagerness and willingness to assist clients and offer responsive service. 3) Assurance comprises the knowledge, skill, politeness, and dependability of the personnel, free from risk or uncertainty. 4) Empathy encompasses the ability to form relationships easily, effective communication, giving personalized attention, and comprehending client demands. 5) Tangible (physical) proof, such as buildings, machinery, personnel, and channels of communication. For instance, a representative waiting area and repair facilities.

2.2. Consumer Satisfaction

Since customer satisfaction is the best accomplishment that can have an impact for a long time, and because it can be seen from how consumer expectations are met, according to Kotler and Keller, consumer satisfaction is an attractive metric for service entrepreneurs to gauge the level of their business' success (2012:23). Consumer satisfaction refers to a person's emotions of happiness or dissatisfaction that develop after comparing the performance (outcome) of the product to what was anticipated (or outcome). Consumers are either unsatisfied or satisfied depending on whether performance meets or exceeds expectations. Customers will be pleased or satisfied if performance meets expectations.

Consumer satisfaction, as defined by Kotler (2016) in Atmaja (2018), is "a person's sensation of joy or disappointment that emerges after comparing the expected product

performance (outcome) to the expected performance." Consumer pleasure, in the words of Windasuri (2017:64), "is an emotional response to the appraisal of the consumption experience of a product or service." Tjiptono (2017; 32) lists the following as customer satisfaction indicators: 1) Effective service delivery, 2) Employees do their work quickly, 3) Workers have the ability to swiftly identify what they need and what they want, 4) Employees respond to customer issues with good personalized attention.

Whether we like it or not, we have to talk about service quality when discussing customer pleasure. Majid (2015:169) identified the following as the primary dimensions of customer happiness. They are as follows: 1) On-time performance, specifically prompt service delivery, 2) Ease of access, promptness, and correctness in serving, 3) Customer convenience and personnel friendliness and responsiveness are examples of service, 4) The tariff or fee imposed is reasonable and suitable.

Kotler and Armstrong's perspectives (2016) measures of customer satisfaction include: a) A complaints and proposals system, which enables businesses to respond swiftly to issues and solicit suggestions for enhancing their goods and services, b) Customer satisfaction survey, asking the most recent sample of consumers through phone or in-person questions about their opinions of the company's performance, c) Ghost shopping, which entails hiring individuals to assume the role of customers and report on their interactions with both the company's and its rivals' items, d) Analysis of lost customers. To find out why customers stopped making purchases or went to competitors, the business contacted these customers.

2.3. Customer loyalty

In a business or organization, sustaining client loyalty is crucial since it boosts revenue and ensures the organization's longevity. Loyalty is defined as obedience or loyalty in the Big Indonesian Dictionary. The emotional bond between devoted clients and the business is a key component of loyalty. A business is said to have regular consumers when its existing clientele has attained the degree of loyalty.

True brand loyalists have an emotional connection to the business. Customer loyalty is defined by Hasan (2016: 83) as people who buy, particularly those who buy frequently and repeatedly. A customer is someone who frequently and consistently visits the same location to fulfill his or her desires by obtaining a good or service and paying for it. Customer loyalty, according to Oliver (2017:393), is "a strongly held commitment to consistently repurchase or subscribe to a preferred product or service in the future, resulting in repeated purchases of the same brand or set of brands, despite situational influences and marketing efforts having the potential to cause brand switching." In a similar vein, customer loyalty is defined by Morais (2017:104) as a consumer's dedication to a retail brand or supplier that is founded on a very favorable attitude and manifested in regular repeat purchases.

According to Drake (2017:52), "Loyal consumers always make repeat purchases, guaranteeing a stream of income for the business, have a propensity to buy more and are prepared to pay a higher price, which will have a direct impact on the profits realized by the business." Griffin (2017: 100) argues that loyalty is distinct since it is "defined as non-random purchase manifested over time by some decision making unit." Contrarily, a customer who is satisfied with a product or brand that is consumed or used will buy the product and buy it frequently and suggest it, according to Sumarwan as cited by Pranata (2020: 46).

According to Kotler and Keller, who were cited by Sasfanny (2019:41), the following are signs of client loyalty: 1) Continued use (loyalty to product purchases). Customers that require goods or services on a constant basis. A product or service has become a priority and a customer

necessity if the customer keeps making repeat purchases of it. 2) Retention (resistance to products made by rivals). Customers who are resistant to rival items will continue to support a single firm despite all marketing efforts made by other businesses. 3) Suggestions (referring the total existence of the company). Referring to this, a consumer will recommend a product or service to others if it is good, whereas if it is bad, a customer will inform the company.

3. Methodology

Population, according to Sugiyono (2016: 80), is a generalization area made up of items and persons with specific traits. Customers at the unidentified Brastagi Gatot Subroto Supermarket in Medan made up the whole population in this survey. The sample represents a representation of the population's size and makeup. Measurement of the sample is a stage in determining the size of the sample used in an object's investigation. Because the researcher did not obtain in detail the identity of the respondents needed to make the sampling frame, a non-probability sample was used in this investigation. Purposive sampling is a non-probability method. A sampling method known as "purposeful sampling" is based on specific criteria, notably those who are thought of as experts. The Supermarket Brastagi Gatot Subroto Medan consumers who have transacted and shopped more than once were the criteria the researcher chose for the target sample.

The method developed by Hair, et al. was used to determine the sample size for this study (2010). The Hair formula, which requires that the sample size be at least five to ten times the indicator variable, is utilized because it does not provide a precise estimate of the population size. The number of samples obtained is $(30 \times 5 = 150)$, where the number of indicators is 30 multiplied by 5. Thus, using calculations based on this formula, 150 samples from the Brastagi Gatot Subroto Supermarket in Medan were used for this investigation.

4. Results and Discussion

By means of SPSS 25.00 for Windows, the validity of this study is being tested. The validity test findings are shown in greater detail in table 2 below:

Table 2. Validity Test Results

Variable	Statement	Corrected Item Total Correlation	r _{table}	Status
Service Quality (X ₁)	X _{1.1}	0,767	0,30	Valid
	X _{1.2}	0,765	0,30	Valid
	X _{1.3}	0,647	0,30	Valid
	X _{1.4}	0,748	0,30	Valid
	X _{1.5}	0,630	0,30	Valid
	X _{1.6}	0,841	0,30	Valid
	X _{1.7}	0,848	0,30	Valid
	X _{1.8}	0,605	0,30	Valid
	X _{1.9}	0,792	0,30	Valid
	X _{1.10}	0,703	0,30	Valid
Customer satisfaction (X ₂)	X _{2.1}	0,803	0,30	Valid
	X _{2.2}	0,689	0,30	Valid
	X _{2.3}	0,606	0,30	Valid

	X _{2.4}	0,789	0,30	Valid
	X _{2.5}	0,666	0,30	Valid
	X _{2.6}	0,786	0,30	Valid
	X _{2.7}	0,882	0,30	Valid
	X _{2.8}	0,819	0,30	Valid
	X _{2.9}	0,882	0,30	Valid
	X _{2.10}	0,854	0,30	Valid
Customer loyalty (Y)	Y.1	0,816	0,30	Valid
	Y.2	0,844	0,30	Valid
	Y.3	0,716	0,30	Valid
	Y.4	0,774	0,30	Valid
	Y.5	0,730	0,30	Valid
	Y.6	0,660	0,30	Valid
	Y.7	0,742	0,30	Valid
	Y.8	0,649	0,30	Valid
	Y.9	0,664	0,30	Valid
	Y.10	0,741	0,30	Valid

Source: Research Results, 2022

According to Table 2, the test of all statements has a value that is more than 0.3. Thus, it may be concluded that all questions about service quality, client happiness, and client loyalty are legitimate and appropriate for use as research instruments.

A reliability test was run to check the answers' consistency. By utilizing the instrument just once and analyzing the results using the Cronbach Alpha method, reliability with internal consistency is tested. Furthermore, a reliability test was performed in order to create a trustworthy instrument. The goal of the reliability test is to determine how much an instrument measurement's results can be accepted and justified as being reliable/reliable if it returns a Cronbach Alpha score of > 0.70.

Table 3. Reliability Test Results

Variable	Croncbach's Alpha	Status
Kualitas Layanan (X ₁)	0,774	Reliabel
Kepuasan Pelanggan (X ₂)	0,780	Reliabel
Loyalitas Pelanggan (Y)	0,774	Reliabel

Source: Research Results, 2022

Based on Table 3, it can be concluded that the research instrument for service quality variables, customer satisfaction, and customer loyalty can be used. Cronbach's alpha values for the variables of service quality, customer satisfaction, and customer loyalty are 0.774, 0.780, and 0.774, respectively, which are greater than 0.70. The dependable coefficient is more than 0.70, making it practical and reliable to be utilized as a variable in this study's measurement.

The purpose of the normality test is to determine whether the population is normal and whether the acquired data is normally distributed or taken. The traditional approach to determining whether data is normal is not too difficult. The Kolmogorov-Smirnov analysis test is

used by the author to determine if the data are normally distributed or not, with the requirement that the significance value must be higher than 0.05 to indicate that the data are regularly distributed. The test findings are as follows:

Table 4. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N	150	
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.81057052
Most Extreme Differences	Absolute	.051
	Positive	.045
	Negative	-.051
Test Statistic		.051
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source: Research Results, 2022

When the data were tested for normalcy, a probability value based on a standardized value of 0.05 was generated, and the test result for the total variable was 0.200, which is higher than the 0.05 significance level. Thus, it can be said that this study's normality test indicates that the data are regularly distributed. The outcomes of the normalcy test performed using the plot graph depicted in the following picture also support this:

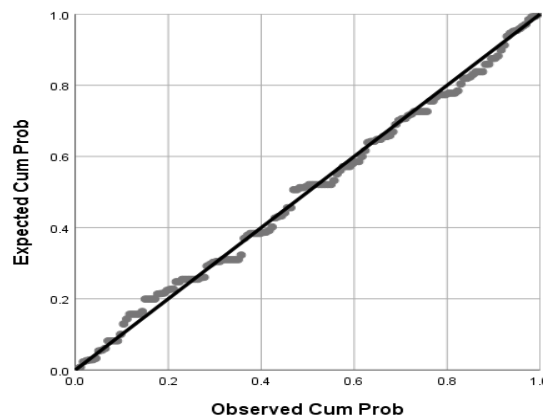


Figure 2. P-P Plot . Normality Test Results

Source: Research Results, 2022

The points spread out around the diagonal line, as can be seen in the Normal P-Plot Regression Standardized display. Therefore, even though there are a few plot deviations and diagonal lines, regression analysis is still possible based on the normality test.

The purpose of the multicollinearity test is to determine whether or not the independent variables in the regression technique have a high or perfect correlation. Examining the Tolerance and Variance Inflating Factor (VIF) values is one technique to determine whether multicollinearity symptoms are present or absent. Multicollinearity can be detected if the Tolerance value is less than 0.1 and the VIF is greater than 10, and vice versa. The multicollinearity test findings, which were evaluated using SPSS version 25.00 for Windows, are listed below.

Table 5. Multicollinearity Test Results Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Service Quality	.733	1.363
	Customer satisfaction	.733	1.363

a. Dependent Variable: Customer loyalty
 Source: Research Results, 2022

Based on Table 5, it is clear that there is no evidence of multicollinearity between the independent variables in the model regression as indicated by the tolerance value of service quality and customer satisfaction ($0.733 > 0.10$) and the VIF value of service quality and customer satisfaction ($1.363 < 10$).

The heteroscedasticity test is used to check whether the variance from the residuals from other observations is unequal in the regression model. Heteroscedasticity is the term used to describe the residual heteroscedasticity between one observation and the next, while homoscedasticity is used to describe the variance that differs between observations. The idea that there is no heteroscedasticity is a solid one. The chart below shows the outcomes of the study's data's heteroscedasticity test:

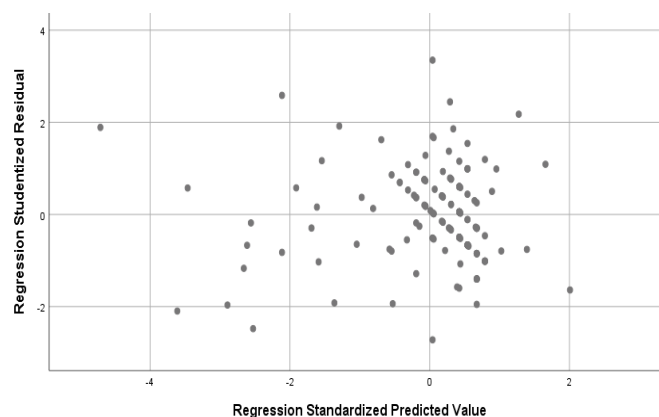


Figure 3. Scatterplot of Heteroscedasticity Test
 Source: Research Results, 2022

Since there is no discernible pattern in Figure 3's data distribution and the data distributes randomly about the Y axis, this regression model is devoid of heteroscedasticity symptoms. Table 6 below lists the outcomes of the heteroscedasticity test using the glejser test:

Table 6. Glejser . Method Heteroscedasticity Test Results

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.879	1.373		3.554	.001
	Service Quality	-.042	.036	-.111	-	.241
	Customer satisfaction	-.043	.032	-.126	-	.184

a. Dependent Variable: abs_res

Source: Research Results, 2022

According to the heteroscedasticity test conducted using the glejser technique, the significant values of the service quality variable (X1) and the customer satisfaction variable (X2) are 0.184 and 0.241, respectively, above 0.05. This explains why heteroscedasticity is absent.

By examining how service quality and customer satisfaction affect customer loyalty at the Brastagi Gatot Subroto Supermarket in Medan, the researcher is able to prove the hypothesis that there is a correlation between the independent variables and the dependent variable. The following findings were attained as a consequence of data processing with the SPSS program:

Table 7. Multiple Linear Regression Test Results

Model		Coefficients ^a		
		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2.698	2.248	
	Service Quality	.635	.059	.603
	Customer satisfaction	.298	.052	.319

a. Dependent Variable: Customer loyalty

Source: Research Results, 2022

The multiple linear regression equation $Y = 2.698 + 0.635 X1 + 0.298 X2 + e$ has constant value (a) of 2.698, b1 of 0.635, and b2 of 0.298. Constant (a) = 2.698 indicates that customer loyalty is 2.698 if the variables of service quality and customer pleasure are both 0. The customer loyalty variable will increase by 0.635 if the service quality variable improves by 1, according to the regression coefficient of the service quality variable, which is equal to 0.635. According to the customer satisfaction regression coefficient of 0.298, the customer loyalty variable will increase by 0.298 if the customer happiness variable improves by one unit.

The purpose of the partial t test is to examine the influence of the independent variables on the dependent variable. The t-test values obtained from SPSS Version 25.00 testing are as follows:

Table 8. T-Test Results (Partial)

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.698	2.248		1.200	.232
	Service Quality	.635	.059	.603	10.796	.000
	Customer satisfaction	.298	.052	.319	5.718	.000

a. Dependent Variable: Customer loyalty

Source: Research Results, 2022

The t table value at n = 150 at a significant level of 5% (0.05) is 1.6550 according to the t test findings. With a coefficient of 0.603, t-count > t-table (10.769 > 1.6550), and a significant value of 0.000 less than 0.05, it can be concluded that customer loyalty is positively and significantly impacted by service quality. Since the significance 0.000 is less than 0.05 and the t-count > t-table (5.718 > 1.6550) and coefficient value is 0.319, it may be concluded that customer happiness has a positive and significant impact on customer loyalty.

To find out whether the independent factors are affecting the dependent variable simultaneously, apply the F test (simultaneous). According to the findings of the SPSS Version 25.00 testing, the F test's Anova value is as follows:

Table 9. F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	965.047	2	482.523	145.217	.000 ^b
	Residual	488.447	147	3.323		
	Total	1453.493	149			

a. Dependent Variable: Customer loyalty
 b. Predictors: (Constant), Customer Satisfaction, Service Quality

Source: Research Results, 2022

Ftable value of 3.06 was obtained from the Fcount value of 145.217 with = 5%, dk numerator of 2, and dk denominator of 150-2-1 (5%; 2; 147). The third hypothesis, stating that the customer happiness (X2) and service quality variable (X1) have a significant impact, is accepted based on the description's indication of Fcount (145.217) > Ftable (3.06) and a significance value of 0.000 < 0.05 concurrently with the customer loyalty variable (Y).

R Square, the coefficient of determination, is indicated in the Model Summary table. The value of R Square / Adjusted R Square is said to be good if it is above 0.5 because the value of R Square ranges from 0 to 1. It is preferable to use an adjusted R Square or written Adjusted R Square for multiple linear regression because it is adjusted to the number of variables used in the study. Results of this study's investigation of the correlation coefficient are as follows:

Table 10. R Square Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815 ^a	.664	.659	1.823
a. Predictors: (Constant), Customer Satisfaction, Service Quality				
b. Dependent Variable: Consumer Loyalty				

Source: Research Results, 2022

According to Table 10, the adjusted coefficient of determination (R Square) is 0.664, which indicates that the independent variable can account for 66.4% of the dependent variable while the remaining percentage (100% - 66.4% = 33.6%) is explained by a variable unrelated to the variables under study.

Previous research by Putri (2021) demonstrates that service quality has a positive impact on customer loyalty, customer contentment, and service quality has a good impact on customer satisfaction. Customer loyalty is positively impacted by customer satisfaction, which is influenced by service quality. This demonstrates that if a firm's clients receive services that are correctly rendered and satisfactorily, their loyalty to the company will grow.

Customer loyalty in purchasing is positively and significantly impacted by service quality and customer happiness, according to research by Djemly (2021) and the findings of hypothesis testing. If customer satisfaction goes well with the business, then it can boost customer loyalty. Therefore, it is very important to improve the quality of service, particularly regarding the speed at which customer complaints are handled. According to research, Indriyani (2017) also found that: 1) Service quality had a positive influence on customer loyalty, 2) Customer satisfaction had a positive effect on customer loyalty, and 3) Company image had a positive effect on customer loyalty. Additionally, this study's Adjusted R Square value was 0.383, which suggests that while other variables account for 61.7% of the variance in consumer loyalty, independent variables such as service quality, customer happiness, and corporate image may explain 38.3% of it.

5. Conclusion

The following findings can be taken from the analysis and discussion of how customer happiness and service quality at the supermarket Brastagi Gatot Subroto Medan affect customer loyalty:

1. The Supermarket Brastagi Gatot Subroto Medan's service quality appears to have a positive and significant impact on customer loyalty, according to the findings of a t-test, with a coefficient value of 0.603, t-count > t-table (10.769 > 1.6550), and a significant 0.000 less than 0.05.
2. The Supermarket Brastagi Gatot Subroto Medan's t-test results show that, with a coefficient value of 0.319 and a t-count > t-table (5.718 > 1.6550) and a significant 0.000 less than 0,05, customer satisfaction has a positive and significant impact on customer loyalty.
3. With a value of Fcount (145.217) > Ftable (3.06), and a significance value of 0.000 0.05, the findings of the F test demonstrate that service quality and customer satisfaction simultaneously affect customer loyalty at the Supermarket Brastagi Gatot Subroto Medan.

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