

Analysis Of Service Quality on Customer Loyalty Through Customer Satisfaction at TaniHub Food Solutions in South Jakarta

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Abstract

The purpose of this study is to determine the impact of service quality on customer loyalty at TaniHub Food Solutions in South Jakarta through customer satisfaction analysis using a quantitative method with a questionnaire distribution method. This study focused on fruit and vegetable traders in South Jakarta, with a total of 100 respondents. The sampling in this study was non-probability based on a purposive sampling approach. In this study, data analysis was performed using SmartPLS 3.0. The PLS approach incorporates two stages of hypothesis testing: outer and inner models. The outer model test proves the validity and reliability of each indicator. An inner model test measures the influence between variables in relation to the hypotheses that have been previously constructed. As a result, (1) Service quality is positively and significantly correlated with customer loyalty, (2) Service quality is positively and significantly correlated with customer satisfaction, (3) Customer satisfaction is positively and significantly correlated with customer loyalty, and (4) Quality services indirectly have a positive and significant influence on customer loyalty.

Keywords: service quality, customer loyalty, customer satisfaction.

Analisis Kualitas Pelayanan Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan TaniHub Food Solutions di Jakarta Selatan

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Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kualitas pelayanan terhadap loyalitas pelanggan pada TaniHub Food Solutions di Jakarta Selatan melalui analisis kepuasan pelanggan menggunakan metode kuantitatif dengan metode penyebaran kuesioner. Penelitian ini difokuskan pada pedagang buah dan sayur di Jakarta Selatan dengan total 100 responden. Pengambilan sampel dalam penelitian ini adalah *non-probability sampling* berdasarkan pendekatan *purposive sampling*. Dalam penelitian ini, analisis data dilakukan dengan menggunakan SmartPLS 3.0. Pendekatan PLS menggabungkan dua tahap pengujian hipotesis: *outer model* dan *inner model*. Uji *outer model* membuktikan validitas dan reliabilitas masing - masing indikator. Uji *inner model* mengukur pengaruh antar variabel dalam kaitannya dengan hipotesis yang telah dibangun sebelumnya. Hasilnya, (1) Kualitas layanan berkorelasi positif dan signifikan dengan loyalitas pelanggan, (2) Kualitas layanan berkorelasi positif dan signifikan dengan kepuasan pelanggan, (3) Kepuasan pelanggan berkorelasi positif dan signifikan dengan loyalitas pelanggan, dan (4) Pelayanan yang berkualitas secara tidak langsung berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata kunci: kualitas pelayanan, loyalitas pelanggan, kepuasan pelanggan.