

**THE EFFECT OF SERVICE QUALITY AND CUSTOMER TRUST ON
CUSTOMER LOYALTY MEDIATED BY CUSTOMER SATISFACTION
(A STUDY IN THE OUT-OF-HOME ADVERTISING INDUSTRY)**

By Dini Indriyani

Abstract

The present study investigates the roles of service quality and customer trust in shaping customer loyalty, with customer satisfaction acting as a mediating variable, within the Out-of-Home Advertising (OOH) industry in Jakarta. The study was initiated in response to the rapid expansion of the OOH sector, which has not necessarily been followed by a corresponding improvement in customer retention and long-term loyalty. Moreover, previous empirical findings have reported mixed results concerning the relationships among service quality, trust, satisfaction, and loyalty, creating a need for further investigation. A quantitative survey design was employed, involving 140 OOH service users in Jakarta selected through purposive sampling. The collected data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the support of SmartPLS 4 software. The findings demonstrate that both service quality and customer trust contribute positively and significantly to customer loyalty. Customer satisfaction was also found to exert a significant positive influence on loyalty. In addition, customer satisfaction serves as an intermediary mechanism through which service quality and customer trust enhance customer loyalty. These findings enrich the relationship marketing literature, particularly within the OOH context, while also providing practical implications for OOH companies seeking to strengthen customer relationships through improved service performance, enhanced trust, greater customer satisfaction, and sustainable loyalty development.

Keywords: *service quality, customer trust, customer satisfaction, customer loyalty, Out-of-Home Advertising.*

**PENGARUH KUALITAS LAYANAN DAN KEPERCAYAAN PELANGGAN
TERHADAP LOYALITAS PELANGGAN YANG DI MEDIASI OLEH
KEPUASAN PELANGGAN
(STUDI PADA INDUSTRI *OUT-OF-HOME ADVERTISING*)**

Oleh Dini Indriyani

Abstrak

Loyalitas pelanggan menjadi salah satu tantangan penting bagi perusahaan yang bergerak di industri *Out-of-Home Advertising* (OOH), terutama di tengah pertumbuhan industri yang semakin pesat dan meningkatnya persaingan antar penyedia media. Berangkat dari kondisi tersebut, penelitian ini mengkaji peran kualitas layanan dan kepercayaan pelanggan dalam membentuk loyalitas pelanggan dengan mempertimbangkan kepuasan pelanggan sebagai variabel mediasi. Penelitian dilaksanakan menggunakan pendekatan kuantitatif melalui survei terhadap 140 pengguna jasa OOH di Jakarta yang dipilih dengan teknik *purposive sampling*. Data yang terkumpul dianalisis menggunakan metode *Partial Least Squares–Structural Equation Modeling* (PLS-SEM) dengan bantuan aplikasi SmartPLS 4. Hasil analisis menunjukkan bahwa kualitas layanan, kepercayaan pelanggan, dan kepuasan pelanggan masing-masing memiliki kontribusi positif terhadap peningkatan loyalitas pelanggan. Selain itu, kepuasan pelanggan juga berperan sebagai mekanisme yang menyalurkan pengaruh kualitas layanan dan kepercayaan pelanggan terhadap loyalitas pelanggan. Temuan ini memperlihatkan bahwa upaya membangun loyalitas pelanggan tidak hanya bergantung pada kualitas layanan yang diberikan, tetapi juga pada kemampuan perusahaan dalam menumbuhkan kepercayaan dan menciptakan pengalaman yang memuaskan bagi pelanggan. Secara akademis, penelitian ini memperluas pemahaman mengenai pemasaran relasional dalam konteks industri OOH, sedangkan secara praktis hasil penelitian dapat menjadi bahan pertimbangan bagi perusahaan OOH dalam merancang strategi untuk memperkuat hubungan jangka panjang dengan pelanggan.

Kata Kunci: kualitas layanan, kepercayaan pelanggan, kepuasan pelanggan, loyalitas pelanggan, *Out-of-Home Advertising*.