THE EFFECT OF SERVICE CONVENIENCE AND SERVICE QUALITY ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION

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ABSTRACT

The purpose of this study was to determine whether the effect of service convenience and service quality has an effect on customer loyalty, with customer satisfaction as a mediator. This research aims to provide an in-depth understanding of what factors can increase customer loyalty, both directly and indirectly. The data collection method uses a questionnaire distributed using Google Form. The method used is purposive sampling technique; the data is processed using multiple linear regression analysis with classical assumption tests and hypothesis testing using SPSS 25. The implementation of this research is to find out more about service convenience and service quality on customer loyalty and customer satisfaction as a mediator. This research will show a variety of different influences on customer loyalty. The results showed that service convenience and service quality generated from several literatures were shown to have a positive influence on customer loyalty, but the service convenience variable did not have a positive effect on customer satisfaction or service quality and also proved to affect customer satisfaction. The variable of customer convenience on customer loyalty is not mediated by customer satisfaction, while in service quality, the results show that the service quality variable on customer loyalty is not mediated by customer satisfaction.

Keywords: *Customer loyalty; customer satisfaction; service convenience; service quality.*

1. Introduction

Today's business world is in the era of globalization, in a situation that is truly uncertain and very difficult to predict in the face of challenges. Organizations have increasingly serious internal problems of productivity, quality, cost, time, service, safety, environment, and employee behavior. Externally, organizations continue to be under pressure from various parties, including customers, suppliers, competitors, non-governmental organizations, governments, and various unexpected changes. (Jewahan et al., 2022). The development of an increasingly sophisticated and modern era encourages various kinds of system changes, both directly and indirectly.

The object of research is PT Lion Super Indo. Super Indo was officially launched by Delhaize Group (51%) and Salim Group (49%) in 1997. Super Indo grows and develops with the people of Indonesia through a partnership between Salim Group, Indonesia, and Ahold Delhaize, the Netherlands. Super Indo stores are spread across more than 40 cities in Java and the southern part of Sumatra. Supported by more than 10,000 trained employees, Super Indo provides a wide range of daily needs products with reliable quality, complete, affordable prices, easily accessible store locations, and standard operating procedures that are always monitored. This makes Super Indo the place to shop that is always "fresher", "more economical" and "closer".

The phenomenon that occurs at PT Lion Super Indo is that, based on the results of the Top Brand Award survey that has been conducted since 2018, PT Lion Super Indo in 2018 is in the second brand position in the supermarket category with a Top Brand Index of 10.70%. In 2019, PT Lion Super Indo also remained in second place and has never been in first place until now, but with a Top Brand Index that decreased to 10.10%. Then in 2020, it experienced a good increase but remained in second place with a Top Brand index of 10.60%. Furthermore, in 2021, PT Super Indo is in the first position, while the second position is filled by Tip-Top, followed by Carrefour Express and ADA. PT Lion Super Indo's Top Brand Index in 2021 received the highest point of 15.80%. And in 2022, this Super Indo company fell again with its Top Brand Index to 15.30%. The Top Brand Award is an award initiated by marketing experts in Indoneisia and given to brands that are classified as top brands.

When a customer experiences comfort and obtains good quality in the services provided, they will feel satisfied, which will ultimately affect customer loyalty. There are many factors that can increase customer loyalty. These factors include service convenience, which is a service concept that can provide comfort by providing easy access to shopping and easy transactions. (Putri & Syafitri, 2021). Convenience in service is very important because it is one of the factors that influence customer satisfaction and loyalty. Based on previous research conducted by Sanjaya (2018), there is a significant positive relationship between service convenience and customer loyalty. However, according to research conducted by Sutanto and Keni (2021), shows that service convenience has no effect on customer loyalty.

Service quality is an effort made by a company to fulfill customer desires and expectations so that customers feel satisfied and loyal to the company. (Zhong & Moon, 2020). Customer expectations can change at any time, so the service quality must be adjusted to the wishes of consumers. Each customer will assess and compare one company whit other similar companies by comparing the services received and the expected services. There are research findings by Saneva and Chortoseva (2020) that show a significant effect of service quality on satisfaction and loyalty, as well as a significant effect of customer satisfaction on customer loyalty. This means that the higher the service quality, the higher the customer loyalty. However, in contrast to the research results, Cahyadi & Shihab (2022) state in their research that information quality and service quality have a negative and insignificant effect directly on customer loyalty, while system quality has a positive and significant effect directly on customer loyalty.

Customer satisfaction is an expression of a person's feelings of pleasure or disappointment arising from comparing the perceived product performance or results against one's expectations. If the performance is below expectations, the customer is not satisfied; if it exceeds expectations, then the customer will be satisfied or happy. (Udayana et al., 2022). The result of experiencing positive emotions or aspects that are consistently felt by customers and assessing good experiences when transacting with a service provider is that customers will feel positive emotions in the form of satisfaction, which will ultimately affect customer loyalty. In line with research conducted by Sambodo Rio Sasongko (2021), the results showed that customer satisfaction has a positive and significant effect on customer loyalty. In contrast, the results of research conducted by Rahayu and Nurlaela Wati (2018) show that customer satisfaction does not have a positive and significant effect on customer loyalty.

2. Literature Review
2.1 Service Convenience

Service convenience is the consumer's perception of the convenience of time and business involved in purchasing or using services. Service convenience can be achieved by providing facilities that support and make customers feel comfortable with what they receive at the service place. Service convenience is part of the main driving force behind customer

interest in shopping. Growing services require them to focus more on the convenience of the service they provided to consumers (Agri, 2018).

According to Petra (2018), service convenience is the consumer's perception of the time and effort associated with purchasing or using a service. This conceptualization uses the dimensions of time and effort as the benefits of convenience (time and/or effort savings) or the costs and burdens of inconvenience (waste of time and/or effort).

Based on the discussion above, it can be concluded that service convenience is a marketing strategy that refers to consumer perceptions by minimizing consumer time and effort spent purchasing or using this service. The more cost and time associated with the service, the lower the consumer's perception of service convenience.

2.2. Service Quality

Service quality is the level of difference between reality and customer expectations about the services they receive. Therefore, service is an action taken by a seller to meet customer needs and desires. As a measure of how well the level of service provided is able to match customer expectations, service quality can be realized through the fulfillment and desires of customers and the accuracy of their delivery to balance customer expectations. (Cahya et al., 2021).

Service quality is one of the result-based attitudes comparing consumer expectations of the quality and performance of company services perceived by consumers. According to the above definition, it is concluded that service quality is a customer assessment of whether the service provided by the company is good or bad. Service quality is very important because it includes the company's reputation in the future. (Dava, 2021).

2.3 Customer Satisfaction

Customer satisfaction is the customer's perception that their expectations have been met or exceeded. Customer satisfaction refers to the comparison between what customers expect and what they feel when using the product. When customers feel that product performance meets or exceeds expectations, they will feel satisfied. If the product performance does not match expectations, it indicates that they are dissatisfied. Satisfaction is defined as the level of a person's feelings after comparing the performance or results he expects (Gultom et al., 2020). The way to increase customer satisfaction that we can do is to carry out a product diversification strategy. By carrying out a diversification strategy for our products, consumers will feel noticed, which will have has an impact on customers' feelings of satisfaction with our products. This is a unique attraction offered to the target market. Diversification is a company strategy to enter new markets, market, and develop new product lines. (Khairi & Darmawan, 2021).

2.4 Customer Loyalty

Customer loyalty is very important because of the increasingly sharp competition among companies today. The level of importance and expectations of customers and company performance must match. Companies must pay attention to things that are considered important by customers so that they feel satisfied. Customer Loyalty to their services can encourage companies to improve service quality and the trust they provide ((Gultom et al., 2020).

Customer Loyalty is building customer loyalty and making customers continue to use their services so as not to move to competitors without high or large costs by improving service quality and maintaining loyal customers rather than looking for new ones. (Subawa & Sulistyawati, 2020). Loyalty is a customer commitment to repurchase certain goods or services in the future, even if the situation and rival marketing efforts can make customers switch to other companies. (Zahara, 2020).

2.5 Frame of mind

Based on the existing literature review, it can be made into a framework model that can be used as the basis for this research. Judging from the title "The Effect of Service Convenience and Service Quality on Customer Loyalty Through Customer Satisfaction", it can be developed into a framework that can be described as follows :
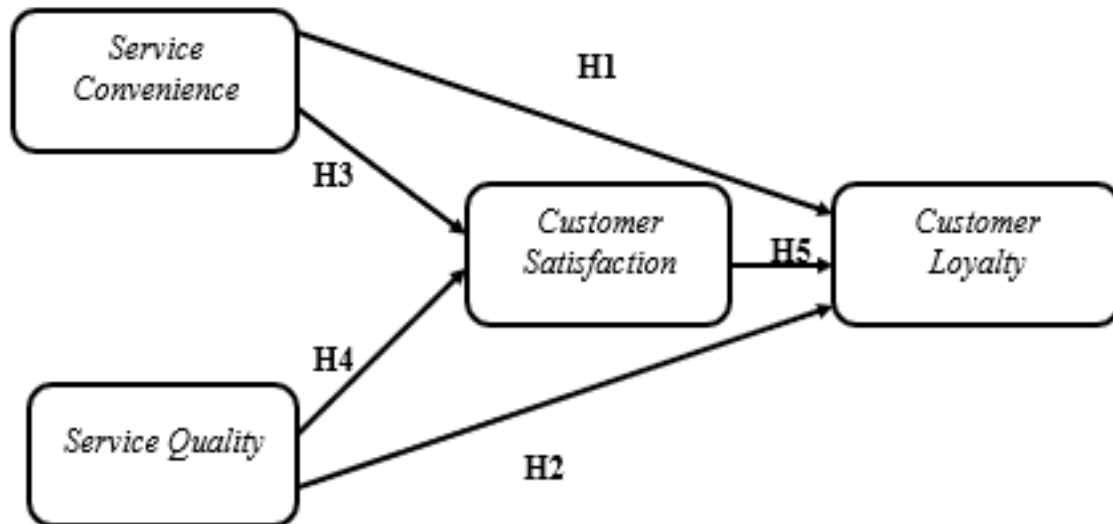

Figure 1 frame of mind

2.6 Hypothesis Development

Increasing customer loyalty in retail companies requires good and satisfying service convenience according to the needs and desires of consumers. Service convenience is also a factor that affects customer loyalty because customers who are satisfied with their personal values and experience a positive mood towards service will have high loyalty to the company. Customers are often disloyal due to poor service or service quality that decreases and does not match what the customer expects. (Yuliana, 2021).

This is supported by research conducted by Sanjaya (2018). The results of simple linear regression analysis show a significant positive relationship between service convenience and customer loyalty. This means that the higher the service convenience, the higher the customer loyalty. In line with research conducted by (Rahmani, 2022) shows service convenience has a positive and significant effect on customer loyalty.

Based on this explanation, the hypothesis is formulated as follows:

H1: Service convenience has a positive and significant effect on customer loyalty.

The service quality variable has a positive and significant effect on customer loyalty. This means that the higher the service quality provided by the company, the higher the customer loyalty, or the lower the service quality provided, the lower the customer loyalty (Prasetyo et al., 2023).

Based on research conducted by Sagala et al., (2019). The results of the study prove that service quality affects customer loyalty positively and significantly. In line with research conducted by Subawa and Sulistyawati (2020), service quality has a positive and significant effect on customer loyalty.

Based on this explanation, the hypothesis is formulated as follows:

H2: Service quality has a positive and significant effect on customer loyalty.

Service convenience is considered a factor that can affect customer satisfaction. Service convenience is considered one of the factors that can increase the overall level of customer

satisfaction. Service convenience is a feeling that is highly dependent on the person experiencing it. Therefore, convenience cannot be known directly through observation; instead, customers must be asked about how comfortable they are when using the service. (Dyah et al., 2022)

The results of research conducted Hariyanto, (2021) shows that e-service convenience has a positive and significant effect on customer satisfaction. This is in line with research conducted by Sutanto & Keni (2021), and Purnama, (2019). The results of hypothesis testing prove that service convenience affects customer satisfaction positively and significantly.

Based on this explanation, the hypothesis is formulated as follows:

H3: Service convenience has a positive and significant effect on customer satisfaction.

Service quality is defined as the difference between customer perceptions of what they get when using the services provided by a company and what they feel after using these services. The more service quality provided by a company, the higher the customer satisfaction that will be felt by the company, so service quality is very important in winning the competition. (Dyah et al., 2022)

The results of research conducted by Fransiska & Bernarto, (2021) show that service quality has a positive and significant effect on customer satisfaction ... This is reinforced by the results of research by Udayana et al., (2022) which is a positive and significant effect of service quality variables on customer satisfaction.

Based on this explanation, the hypothesis is formulated as follows:

H4: Service quality has a positive and significant effect on customer loyalty.

Customer satisfaction is characterized by a feeling of pleasure in customers after using the company's products or services. Customer satisfaction is a sense of pleasure or disappointment that arises from a consumer after using a particular product or service and comparing it with the consumer's own expectations. Customer loyalty can be defined as customer loyalty to goods or services so that they often buy these goods or services, it will become a habit that stems from involvement. Customer satisfaction will encourage them to continue using services that make them satisfied and make them always use services that make them feel comfortable. Ramadhany & Supriyono, (2022) the results of research conducted by Mahato & Goet, (2020) and Sambodo Rio Sasongko (2021), show that customer satisfaction has a positive and significant effect on customer loyalty.

Based on this explanation, the hypothesis is formulated as follows:

H5: Customer satisfaction has a positive and significant effect on customer loyalty.

3. Research Methods

The population in this study are all people or consumers who have made purchases at Super Indo. The sample in this study was taken by purposive sampling, the number of samples used in this study was determined by the formula (Lemeshow, 1997)

$$n = \frac{Z^2 {1-a/2} \, p(1-P)}{d2} \qquad (1)$$

$$n = \frac{1,960^2 \, x \, 0,5(1 - 0,5)}{0,1^2}$$

n = 96.04 rounded up to 100 respondents to meet the minimum sample limit. The data were analyzed using multiple linear regression analysis and sobel test by utilizing the SPSS version 25 software application. The study used a Likert scale of 1-5 from strongly disagree (1) to strongly agree (5). The variable measurements used can be seen in Table 1.

Table 1 Measurement

Variables	Indicator
Service Convenience (Jiang, Ling Jiang, Nan Liu, Shixiong, 2011)	1. Convenience Decisions 2. Acces Convenience 3. Evaluation Convenience 4. Transaction Convenience 5. Convenience Benefit 6. Post-Benefit Convenience
Service Quality (Cesariana, Carmelia Juliansyah, 2022)	1. Tangibles 2. Reliability 3. Responsiveness 4. Assurance 5. Emphaty
Customer Satisfaction (Tjiptono, 2014)	1. Overall customer satisfaction 2. Confirmation of Expectation 3. Repuchase intention 4. Wilingness to recommend
Customer Loyalty (Anabila, 2022)	1. Make regular repeat purchases 2. Recommend products to others 3. Showing product immunity to others

4. Research Findings and Discussion
4.1 Respondent Characteristics
The characteristics of respondents in Table 2 consist of gender, dominated by women with a total of 70 people (70%) and men with a total of 30 (30%). Respondents have an age dominated by 17-25 years old, with 75 respondents (75%) consisting of 26-32 years old, 22 people (22%), 33-39 years old, 3 respondents (3%). The majority of respondents have a history of the last education coming from SMA / Equivalent totaling 79 respondents (79%) Respondents' average employment status is dominated by 67 respondents (67%) and the average income of respondents is dominated by 1.1 million - 2 million totaling 47 respondents (47%) and 2.1 million - 3 million totaling 20 respondents (20%).

Table 2 Respondent characteristics

Category	Ket	Total	Percentage
Gender	Male	30	30 %
	Female	70	70%
Age	17 - 25 years	75	75%
	26 - 32 years old	22	22%
	33 -39 years old	3	3%
	> 40 years	0	0%
Last Education	Elementary school/equivalent	1	1%
	Junior high school/equivalent	0	0%
	High School / Equivalent	79	79%
	Diploma	7	7%
	S1	13	13%
	Postgraduate	0	0%
Jobs	Student	67	67%

	Employees	16	16%	
	PNS	8	8%	
	Private Entrepreneur	9	9%	
Revenue	<1 million	10	10%	
	1.1 million - 2 million	47	47%	
	2.1 million - 3 million	20	20%	
	3.1 million - 4 million	17	17%	
	>4 million	6	6%	

Source: Primary data processed by SPSS 25

4.2 Classical assumptions

The results of the classical assumption test (Table 3) show that there is no heteroscedacity (Glejser test, $p > 0.05$) and normality is also fulfilled (Kologorosov-Smirnov Test Asymp.sig> 0.05).

Table 3 Classical assumption test

Ind	Dep	Multicolinearity		Park Test	Kologorosov -Smirnov Test Asymp.sig
		Toll	VIF		
SC	CS	0.779	1.283	0.243	0.200
SQ		0.779	1.283	0.543	
SC	CL	0.743	1.346	0.534	0.200
SQ		0.606	1.649	0.883	
CS		0.693	1.649	0.945	
Description: SC = Service convenience, SQ = service quality, CS = Customer satisfaction, CL = Customer loyalty.					

Source: Primary data processed by SPSS 25

4.3 Hypothesis Testing

Table 4 Multiple Linear Regression Results

Ind	Dep	Unst. Coef		t	Sig.	Adj.R Square
		B	Std. Err			
SC	CS	0.122	0.089	1.365	0.175	0.293
SQ		0.494	0.101	4.911	000	
SC	CL	0.173	0.046	3.721	000	0.435
SQ		0.191	0.058	3.305	0.001	
CS		0.105	0.052	2.012	0.047	
Description: SC = Service convenience, SQ = service quality, CS = Customer satisfaction, CL = Customer loyalty.						

Source: Primary data processed by SPSS 25

Hypothesis testing results (Table 4) Service convenience (000) and service quality (0.001) on customer loyalty have a Sig value <0.05, meaning that H1 and H2 are significant and supported,. At service convenience (0.175), customer satisfaction has a value> 0.05, meaning that H3 is not significant and not supported. While service quality (000) on customer satisfaction has a Sig value <0.05, meaning H4 is significant or supported. Customer satisfaction (0.047) on customer loyalty has a Sig value <0.05, meaning that H5 is significant

or supported. From the coefficient of determination shown in Adjusted R^2 (Table 4). Service convenience and service quality affect the dependent variable customer satisfaction by 29.3; the remaining 70.7% is explained by other variables not reached in this study. The value of the coefficient of determination is shown in Adjusted R^2 (Table 4) service convenience, service quality, and customer satisfaction affect the dependent variable customer loyalty by 43.5%, the remaining 56.5% is explained by other variables not reached in this study.
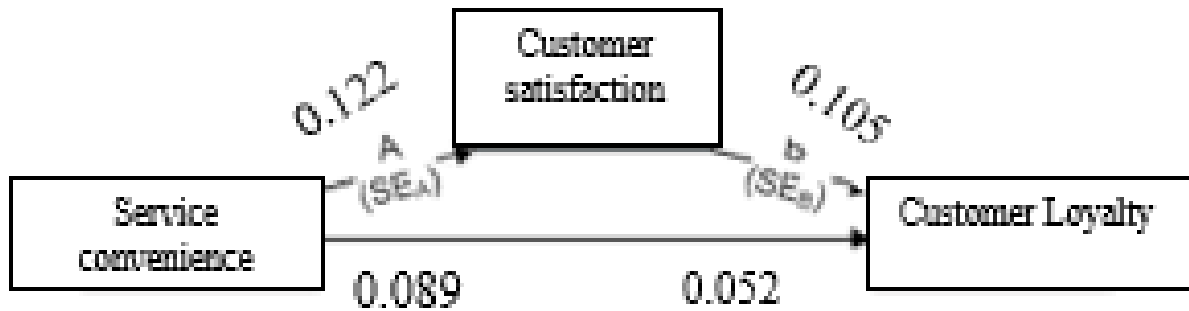
Sobel test statistic: 1. 13413754
One-tailed probability: 0.12836843
Two-tailed probability: 0.25673686
Source: Promer data processed. 2023
Figure 2 Mediation Testing Results 1

Sobel test statistic: 1. 86643196
One-tailed probability: 0.03099048
Two-tailed probability: 0.06198096
Source: Promer data processed. 2023
Figure 3 Mediation Test Results 2

The results of mediation testing are presented in Figures 1 and 2. The value in the first test of mediation results in a One-tailed probability> 0.05 which means that the mediation relationship is not supported. While the value in the second test results in a One-tailed probability <0.05 which means that the mediation relationship is supported.

Service Convenience on Customer loyalty
The results of testing H1 show that service convenience has a positive and significant effect on customer loyalty. This finding is in accordance with research conducted by Sanjaya, (2018) shows a significant positive relationship between service convenience and customer

loyalty. The service convenience item has the highest average (4.38) stating "I feel comfortable with Super Indo's operating hours" while the lowest average (4.06) states "I can easily determine the product I choose because Super Indo offers what I need".

Service quality on Customer loyalty

The results of testing H2 show that service quality has a positive and significant effect on customer loyalty. This finding is in accordance with research conducted by Saneva & Chortoseva, (2020) shows a significant effect of service quality on customer loyalty. The service quality item has the highest average (4.38) stating "Employees respond quickly and appropriately to visitor needs" while the lowest average (3.97) states "Employees are very familiar with the products they will sell both in terms of product placement and the condition of the product itself".

Service convenience on customer satisfaction

The results of testing H3 show that service convenience does not have a positive and significant effect on customer satisfaction. This finding is in accordance with research conducted by Sutanto & Keni, (2021) shows service convenience has no significant effect on customer loyalty. The presence or absence of service convenience has no effect on customer satisfaction. Companies need to pay more attention to how to increase customer satisfaction.

Service Quality on Customer satisfaction

The results of testing H4 show that service quality has a positive and significant effect on customer satisfaction. In line with research Reza Nurul Ichsan, Ahmad Karim, (2021) shows that service quality has a significant effect on customer satisfaction. This means that the higher the quality of service provided, the greater the customer loyalty generated.

Customer Satisfaction on Customer Loyalty

The results of testing H5 show that customer satisfaction has a positive and significant effect on customer loyalty. This finding is in accordance with research conducted by Bagus et al., (2023) showed a significant effect of customer satisfaction on customer loyalty. The customer satisfaction item has the highest average (4.21) stating "I feel that Super Indo products / services provide good value for the costs I pay" while the lowest average (3.85) states "I will choose Super Indo products / services again when I need them again".

Service Convenience on Customer Loyalty with Customer satisfaction as a mediator

The results of testing H6 show that the effect of service convenience on customer loyalty is not mediated by customer satisfaction. The results of the sobel test calculation obtained a one-tailed probability value: 0.128 with a significant level of 5%, these results can be concluded that 0.128> 0.05. This means that the effect of service convenience on customer loyalty is not mediated by customer satisfaction.

Service Quality on Customer Loyalty with Customer satisfaction as a mediator

The results of testing H6 show that the effect of service quality on customer loyalty is mediated by customer satisfaction. The results of the sobel test calculation obtained a one-tailed probability value: 0.030 with a significant level of 5%, these results can be concluded that 0.030 <0.05. This means that the effect of service quality on customer loyalty is mediated by customer satisfaction.

5. Conclusions and suggestions

This research was conducted on Super Indo customers in Yogyakarta. The results showed that service convenience and service quality have a positive and significant effect on customer loyalty. Thus the company can improve the implementation of service convenience and service quality on items that are still low in the discussion section. Service convenience has an insignificant effect on customer satisfaction, service quality has a positive and significant effect on customer satisfaction and customer satisfaction which also has a positive and significant effect on customer loyalty. The mediation test results show that service convenience is not mediated by customer satisfaction, while the service quality results show that the service quality variable is mediated by customer satisfaction. Future research can test again by adding several variables to increase customer loyalty.

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