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## THE INFLUENCE OF PRODUCT QUALITY AND SERVICE QUALITY ON LOYALTY THROUGH CUSTOMER SATISFACTION PT PRATIWI PUTRA SULUN

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### ABSTRACT

This research aims to examine the influence of product quality and service quality on loyalty through customer satisfaction. This research uses a quantitative method by distributing questionnaires to obtain as complete information as possible regarding the influence of product quality and work discipline on customer loyalty through customer satisfaction. The population of this research was 59 respondents in the form of construction companies based on the company data base. The sampling technique in this research used a purposive sampling technique. The data analysis method used in this research is multiple linear regression and simple linear regression, namely the F test and T test. The results of this research show that simultaneously the influence of product quality and service quality on consumer loyalty is through customer satisfaction. The conclusion of this study shows that the indirect influence coefficient value is smaller than the direct influence coefficient value.

**KEYWORDS:** Product quality, service quality, loyalty, customer satisfaction.

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### INTRODUCTION

In the current era of Industry 4.0, developments in the business world are growing very rapidly. Various opportunities and challenges follow the pace of business development. In the business world, of course, companies want to be able to create loyal customers. Loyal customers are the core of every business run. Kotler and Keller (2009) provide a statement about the only thing a company can create, namely value that comes from customers, this is all the value it has now and the value it will have in the future. A business will be successful if it succeeds in getting, retaining, and growing customers.

PT Pratiwi Putra Sulung is a company operating in the oil and gas construction sector. Oil and gas-supporting business activities commonly called MIGAS include oil and gas-supporting industries (materials & equipment) and oil and gas-supporting services (construction and other services). Of course, to carry out oil and gas-supporting business activities, every company must have an oil and gas SKUP. SKUP is a Letter of Capability for Oil and Gas Supporting Businesses commonly called SKUP Migas is a Business Licensing Standard as a legality for oil and gas supporting industrial businesses or oil and gas supporting services provided to companies following Government Regulation No. 5 of 2021. In this case PT Pratiwi Putra Sulung focuses on Construction Services Businesses Oil and gas business activities whose services are for handling building or construction work or other physical forms to support oil and natural gas business activities.

In terms of creating or building customer loyalty, PT Pratiwi Putra Sulung must be able to see various variables that can influence customers so that they want to become loyal customers in utilizing the company's services. Sola (2017) in his journal revealed that customer loyalty can be created due to various factors: product quality, and service quality. A product will be accepted by customers and survive in market competition if the product provides customer satisfaction. In building an oil and gas supporting construction, of course, the company will provide quality products to provide satisfaction to customers so that an attitude of loyalty will grow among customers.

Paying attention to quality will have a positive impact on business in two ways, namely the impact on production costs and the impact on income (Gaspersz, 2005). The impact on production costs occurs through the process of making products that have a high degree of conformation to standards so that they are free from damage. The impact of increasing income occurs through increasing sales of quality products at competitive prices. By paying attention to product quality aspects, the company's goal of obtaining optimal profits can be fulfilled while also meeting customer demands for quality products and competitive prices.

Apart from product quality factors, another thing that can influence customer loyalty is service quality. As for the discussion from Sunyoto in Eka, et al (2018), "Service quality is centered on efforts to fulfill customer needs and desires as well as the accuracy of delivery to balance customer expectations, namely there is conformity between expectations and management perceptions, there is conformity between perceptions of customer expectations and standards employee work, there is conformity between employee work standards and the services provided with the services promised and there is conformity between the service received and what customers expect."

Service quality must start with customer needs and end with customer perception. Based on this, it can be seen that the role of employees in providing service to customers can have an impact on customer perceptions of the company. Business conditions have brought companies, especially the service sector, to the fact that service quality is a must for the company to remain successful, both at the operational and strategic levels. Currently, many companies (including service companies) state that the goal of the company in question is to satisfy customers. The way it is expressed may vary. Some formulate it "to provide everything that every customer expects", "the customer is king", "customer satisfaction is our goal", and so on.

Apart from that, a factor that can influence customer loyalty is customer satisfaction. Customer satisfaction is a very determining factor in marketing, otherwise, customer disappointment in providing services can lead to the company's downfall in the future. Customer satisfaction and customer loyalty are interconnected, which means that if there is an effort from the company to increase customer satisfaction, customer loyalty will increase, and vice versa. Before the research was carried out, from the statistical data held by PT Pratiwi Putra Sulung in 2022 there tended to be a decrease in the number of orders, this may be related to the criticism and suggestions made during the pre-survey of PT Pratiwi Putra Sulung customers.

PT Pratiwi Putra Sulung also serves repeat orders. Repeat Order is a repeat procurement of goods and services. The procedure for this procurement method can be carried out through the Direct Appointment process. In Presidential Decree No. 16 of 2018, repeat orders can be made in consulting services (found in article 41) provided that the request is repeated no more than 2 times. Meanwhile, for other terms and procedures for repeat orders, PT Pratiwi Putra Sulung negotiates for repeat orders/work with the same provider conditions as long as the price offered is profitable without sacrificing quality, the agreement must be bound in a new contract/order letter.

Repeat orders through the direct appointment process in procuring goods and services are indeed a gap for tender players, whether carried out by their government agencies or playing with private providers of goods. Its implementation causes many problems, therefore it is necessary to revise the procurement of goods and services using the direct appointment method with the issuance of Presidential Decree No. 16 of 2018. The hope is that this repeat order from PT Pratiwi Putra Sulung can speed up the process of procuring goods and services, with better governance, without violating transparency and accountability.

## LITERATURE REVIEW

### *Customer Loyalty*

Loyalty is often discussed by marketing experts and business practitioners. Loyalty is a concept that seems easy to talk about in everyday contexts but becomes more difficult when its meaning is analyzed. Customer loyalty is one of the core goals pursued in modern marketing. This is because with loyalty it is hoped that the company will gain long-term benefits from the mutualistic relationships that exist over a certain period.

In general, loyalty means being loyal, this loyalty arises without any coercion but arises from self-awareness in the past. Efforts made to create customer satisfaction are more likely to influence customer attitudes. Meanwhile, the concept of customer loyalty emphasizes buyer behavior. Customer loyalty is one of the core goals pursued in modern marketing. This is because with loyalty it is hoped that the company will gain long-term benefits from the mutualistic relationships that exist over a certain period (Nova and Nova, 2020).

According to Jeremiah and Djurwati (2019), customer loyalty is a result obtained from customer satisfaction with a product or service. This loyalty has a positive impact on the company, such as loyal customers making repeated purchases of the company's products. Pasuraman, et al (1990) explains that the customer loyalty indicators are as follows:

1. Say positive things, say positive things about the products or benefits that have been consumed.
2. Recommend to other people or friends
3. Repurchase, making repeated or continuous purchases of products that have been consumed.

### ***Customer Satisfaction***

According to Indrasari, (2019), satisfying customer needs is the desire of every company. In addition to being an important factor for a company's survival, satisfying customer needs can increase excellence in competition. Customers who are satisfied with products and services tend to repurchase the product and reuse the service when the same need arises again in the future. This means that satisfaction is a key factor for customers in making repeat purchases, which is the largest portion of the company's sales volume.

Thus it can be concluded that satisfaction is a customer feeling that is accepted and expected by customers. If the product or service is satisfied then the customer will buy it and use it and vice versa if the customer is not satisfied the customer will not buy it.

In evaluating customer satisfaction in the service or service industry, several attributes can be used as benchmarks. There are four indicators of customer satisfaction, namely (Tjiptono, 2017):

1. Overall customer satisfaction. Where customers are directly asked how satisfied they are with the product or service. Satisfaction is measured based on the product or service of the company concerned and compared with the overall level of satisfaction with other products or services.
2. Confirm expectations. Satisfaction is not measured directly but is concluded based on the conformity/discrepancy between customer expectations and actual product loyalty on several important attributes or dimensions.
3. Availability to recommend. In the case of products whose repurchase takes a relatively long time or is not just a one-time purchase, there the availability of customers recommend the product to friends or family because they have confidence in the product after using it personally first.
4. Intention to repurchase. Customer satisfaction is measured based on behavior by asking customers whether they will buy the products the company sells again.

### ***Product Quality***

Products include physical objects, services, people, places, organizations, and ideas. Conceptually, a product is a producer's subjective understanding of something that can be offered as an effort to achieve organizational goals through fulfilling customer needs and activities, following the organization's competence and capacity as well as market purchasing power. Apart from that, products can also be defined as customer perceptions that are described by producers through their production results. Products are seen as important by customers and are used as a basis for decision-making.

The definition of a product, according to Kotler and Armstrong (2016), is anything that can be offered to the market to get attention, be purchased, used, or consumed that can satisfy a want or need. Conceptually, a product is a producer's subjective understanding of something that can be offered as a means of achieving organizational goals through fulfilling customer needs and

activities, following the organization's competence and capacity as well as market purchasing power. Apart from that, products can also be defined as customer perceptions that are described by producers through their production results. Products are considered important by customers and are used as the basis for purchasing decisions. The following is a definition of a product by Kotler and Keller (2016), stating that "a product is anything that can be offered to the market to satisfy a want or need, including physical goods, services, experiences, events, people, places, property, organizations, information, and ideas."

From this explanation, it can be concluded that a product is anything in the form of goods or services that is used to satisfy customers, where each good or service has different benefits. Buyers purchasing each item do not only buy a set of physical attributes but more than that. Buyers are willing to pay for something that is expected to satisfy their wants and needs.

The product quality indicators used to measure product quality according to Tjiptono (2011) are:

1. Performance is related to the basic operating characteristics of a product. A product does what it is supposed to do and the extent to which the product or service is used correctly as well as the ability of the product designer to properly handle the problems presented to the customer.
2. Aesthetics, namely the beauty or attractiveness value of a product, and how the product's attractiveness can attract customers, for example: the beauty of the product design, the uniqueness of the product model, and the combination.
3. Conformity, namely the conformity of the product to good standards to the existing needs of each customer from customer tastes to customer satisfaction.

### ***Service Quality***

According to Ratminto and Winarsih (2012), service is an activity or series of invisible activities (cannot be touched) that occur as a result of interactions between customers and employees or other things provided by the service provider company which is intended to solve problems customer problems.

Based on the definition above, it can be concluded that service is a process provided to someone for someone else who is not. Parasuraman, Zeithaml, and Berry (Parasuraman, 1990) explained that service quality indicators can be seen in five dimensions. The five main dimensions of service quality are:

1. Physical evidence. The physical appearance that the company provides to customers includes physical facilities, employee equipment, and communication facilities.
2. Reliability. Reliability is provided by the company in the form of the ability to provide promised services promptly, accurately, and satisfactorily.
3. Responsiveness. The responsiveness provided by the company is in the form of the staff's desire to help customers and provide responsive services.
4. Guarantee. The guarantee provided by the company includes the knowledge, ability, politeness, and trustworthiness of the staff, free from danger, risk, and doubt.
5. Attention. Empathy includes ease of relationships, good communication, personal attention, and understanding of customer needs.

## RESEARCH METHODS

### *Data Types and Sources*

The type of research used in this research is quantitative research. Quantitative research methods are a type of research whose specifications are systematic, planned, and structured from the start until the creation of the research design. Quantitative research methods, as stated by Sugiyono (2019), are: "Research methods based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, quantitative/statistical data analysis, to test the hypothesis that has been established".

According to Azwar (2011) basically, a quantitative approach is carried out in inferential research (in the context of hypothesis testing) and relies on the conclusion of the results on an error probability of rejecting the null hypothesis. With quantitative methods, the significance of group differences or the significance of the relationship between the variables studied will be obtained. In general, quantitative research is large sample research. The method used in this research is correlational to detect the extent to which variations in a factor are related to variations in one or more other factors based on the correlation coefficient. Based on the type of problem to be studied, this research is correlation research. Where correlation research, according to Arikunto, is research intended to determine whether or not there is a relationship or influence between two or more variables (Arikunto, 2006). The data source used in this research is primary data. Primary data is data that comes from original or first sources. In this research, the data obtained came from distributing customer questionnaires to PT Pratiwi Putra Sulung,

### *Population & Sample*

Population is a combination of all elements that have a series of similar characteristics that cover the universe for research problems (Malhotra, 2009). According to Sugiyono (2019), population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that are determined by researchers to be studied and then conclusions drawn.

The population in this research is customers of PT Pratiwi Putra Sulung who use the company's products and services. Respondents or selected customers are registered with the company and the questionnaire is sent via Google form to make it easier to collect data, with a total customer population of 59 respondents in the form of construction companies based on the company's database.

A sample is a portion of the population that has the main characteristics of the population and is used as a representative or representative in research. Determining the research sample used a purposive sampling technique, namely taking samples with certain considerations (Sugiyono, 2019). The criteria used in this research were a sample of PT Pratiwi Putra Sulung's regular customers. That can be used to determine the minimum sample size based on the complexity of the model and the basic measurement characteristics of the model. Determining the number of samples is based on determining a saturated sample, that is, the number of samples is the same as the population, namely 59 respondents.

## Research Result

As a result of distributing the questionnaire to 59 respondents, data was obtained in the form of questionnaire results. This statement includes the variables product quality (X1), service quality (X2), customer satisfaction (X3), and customer loyalty (Y). The results of each variable are as follows:

### 1. Product Quality Variable (X1)

Based on the results of distributing questionnaires on product quality variables, they can be divided into three indicators, including performance, aesthetics, and suitability. The answers from respondents based on the frequency of assessment scores and the percentage of respondents' statements can be described as follows:

**Table 1. Frequency of Assessment Scores and % of Respondent Statements Regarding Product Quality Variables (X1)**

Statement	1		2		3		4		5		Mean
	F	%	F	%	F	%	F	%	F	%	
PT. Pratiwi Putri Sulung has better product quality than other companies	0	0	2	3,4	5	8,5	27	45,8	25	42,4	4,27
Products produced by PT. Pratiwi Putra Eldest provide security guarantees.	0	0	3	5,1	4	6,8	29	49,2	23	39	4,22
Performance											4,25
Products produced by PT. Pratiwi Putra Sulung is following product suitability standards	1	1,7	1	1,7	4	6,8	33	55,9	20	33,9	4,19
PT products. Pratiwi Putra Sulung has an attraction that can influence customers' purchasing power	0	0	0	0	3	5,1	29	49,2	27	45,8	4,41
Aesthetics											4,30
Product prices set by PT. Pratiwi Putra Eldest is in line with product quality	0	0	0	0	7	11,9	23	39	29	49,2	4,37
Products produced by PT. Pratiwi Putra Sulung according to customer needs	1	1,7	2	3,4	6	10,2	27	45,8	23	39	4,17
Suitability											4,27
Product Quality											4,27

Based on the results of the respondents' answers above, it can be concluded that the majority of respondents fall into the category of tending to agree. This means that the majority of respondents said they tended to agree with the statement attached to the product quality variable. The indicator that makes the biggest contribution to the formation of product quality variables is aesthetics, that

is, the products produced by PT. Pratiwi Putra Sulung is following product suitability standards and PT. Pratiwi Putra Sulung has an attraction that can influence customers' purchasing power.

## 2. Service Quality Variable (X2)

Based on the results of distributing questionnaires on service quality variables, they can be divided into five indicators, including physical evidence, reliability, responsiveness, guarantee, and attention. The answers from respondents based on the frequency of assessment scores and the percentage of respondents' statements can be described as follows:

**Table 2. Frequency of Assessment Scores and % of Respondent Statements Regarding Service Quality Variables (X2)**

Statement	1		2		3		4		5		Mean
	F	%	F	%	F	%	F	%	F	%	
PT Pratiwi Putra Sulung employees look neat	1	1,7	2	3,4	4	6,8	25	42,4	27	45,8	4,27
PT. Pratiwi Putri Sulung has a neatly arranged exterior so that customers feel comfortable	0	0	0	0	6	10,2	31	52,5	22	37,3	4,27
Physical Evidence											4,27
PT employees. Pratiwi Putra Sulung can provide the right service according to your needs	1	1,7	2	3,4	4	6,8	31	52,5	21	35,6	4,17
PT Pratiwi Putra Sulung is serious about helping solve customer problems	0	0	0	0	5	8,5	29	49,2	25	42,4	4,34
Reliability											4,25
PT Pratiwi Putra Sulung can master product knowledge information well	2	3,4	4	6,8	4	6,8	22	37,3	27	45,8	4,15
PT Pratiwi Putra Sulung is always able to quickly resolve customer complaints	0	0	2	3,4	2	3,4	29	49,2	26	44,1	4,34
Responsiveness											4,25
Feel safe when working together at PT Pratiwi Putra Sulung	0	0	1	1,7	3	5,1	34	57,6	21	35,6	4,27
PT. Pratiwi Putra Sulung has employees who are always friendly to customers or customers	2	3,4	3	5,1	5	8,5	28	47,5	21	35,6	4,07
Guarantee											4,17
PT employees. Pratiwi Putra Sulung provides individual attention to customers	0	0	2	3,4	2	3,4	31	52,5	24	40,7	4,31
PT employees. Pratiwi Putra Sulung always puts the interests of customers first	1	1,7	3	5,1	4	6,8	33	55,9	18	30,5	4,08
Attention											4,19
Service Quality											<b>4,23</b>



Based on the results of the respondents' answers above, it can be concluded that the majority of respondents fall into the category of tending to agree. This means that the majority of respondents said they tended to agree with the statements attached to the service quality variable. The indicator that provides the greatest value for the formation of service quality variables is physical evidence, that PT Pratiwi Putra Sulung employees have a neat appearance, and PT. Pratiwi Putri Sulung has a neatly arranged exterior so that customers feel comfortable.

### 3. Customer Satisfaction Variable (X3)

Based on the results of distributing questionnaires on the customer satisfaction variable, it can be divided into four indicators, including overall customer satisfaction, confirmation of expectations, availability to recommend, and intention to repurchase. The answers from respondents based on the frequency of assessment scores and the percentage of respondents' statements can be described as follows:

**Table 3. Frequency of Assessment Scores and % of Respondent Statements  
 Regarding Customer Satisfaction Variables (X3)**

Statement	1		2		3		4		5		Mean
	F	%	F	%	F	%	F	%	F	%	
Feel satisfied with the various kinds of construction products available at PT. Pratiwi Putra Sulung	1	1,7	0	0	7	11,9	26	44,1	25	42,4	<b>4,25</b>
Feel satisfied with all the services provided by PT. Pratiwi Putra Sulung	0	0	2	3,4	7	11,9	27	45,8	23	39	4,20
Overall Customer Satisfaction											<b>4,23</b>
The products purchased meet customer expectations	1	1,7	2	3,4	5	8,5	34	57,6	17	28,8	4,08
Suitability of the materials used to standard customer expectations	1	1,7	1	1,7	3	5,1	27	45,8	27	45,8	<b>4,32</b>
Confirmation Of Expectations											4,20
Recommend colleagues to use products from PT. Pratiwi Putra Sulung	1	1,7	2	3,4	6	10,2	24	40,7	26	44,1	4,22
Tell colleagues about product advantages at PT. Pratiwi Putra Sulung	1	1,7	2	3,4	7	11,9	27	45,8	22	37,3	4,14
Availability To Recommend											4,18
Make a purchase again at PT. Pratiwi Putra Sulung	2	3,4	3	5,1	4	6,8	24	40,7	26	44,1	4,17
PT. Pratiwi Putra Sulung is a construction company that can meet customer needs	1	1,7	3	5,1	5	8,5	28	47,5	22	37,3	4,14
Repurchase interest											4,15
Customer satisfaction											<b>4,19</b>

Based on the results of the respondents' answers above, it can be concluded that the majority of respondents fall into the category of tending to agree. This means that the majority of respondents said they tended to agree with the statement attached to the customer satisfaction variable. The indicator that makes the biggest contribution to the formation of the customer satisfaction variable is overall customer satisfaction, that is, feeling satisfied with the various kinds of construction products available at PT. Pratiwi Putra Eldest, and feel satisfied with all the services provided by PT Pratiwi Putra Sulung.

#### 4. Customer Loyalty Variable (Y)

Based on the results of distributing questionnaires on the customer loyalty variable, it can be divided into three indicators, including saying positive, recommending to other parties, and repeat purchases. The answers from respondents based on the frequency of assessment scores and the percentage of respondents' statements can be described as follows:

**Table 4. Frequency of Assessment Scores and % of Respondent Statements  
 Regarding the Customer Loyalty Variable (Y)**

Statement	1		2		3		4		5		Mean
	F	%	F	%	F	%	F	%	F	%	
Using products PT. Pratiwi Putra Sulung	1	1,7	3	5,1	4	6,8	24	40,7	27	45,8	4,24
Give positive comments about PT. Pratiwi Putra Sulung to business partners	1	1,7	2	3,4	6	10,2	28	47,5	22	37,3	4,15
Say positive											4,19
Recommend to business partners to buy products PT. Pratiwi Putra Sulung	2	3,4	1	1,7	4	6,8	31	52,5	21	35,6	4,15
Tells about the experience of PT. Pratiwi Putra Sulung to other people	1	1,7	1	1,7	3	5,1	29	47,5	26	44,1	4,31
Recommend to others											4,23
PT. Pratiwi Putri Sulung is the main choice in service compared to other companies	1	1,7	2	3,4	4	6,8	23	39	29	49,2	<b>4,31</b>
Interested in using other PT. Pratiwi Putra Sulung	1	1,7	3	5,1	4	6,8	25	42,4	26	44,1	4,22
Repeat purchase											<b>4,26</b>

Based on the results of the respondents' answers above, it can be concluded that the majority of respondents fall into the category of tending to agree. This means that the majority of respondents said they tended to agree with the statement attached to the customer loyalty variable. The indicator that makes the biggest contribution to the formation of the customer loyalty variable is repeat purchases; PT. Pratiwi Putri Sulung is the main choice in service compared to other companies and is interested in using other services PT Pratiwi Putra Sulung.

$$X1 \rightarrow X3 \rightarrow Y = (\rho_{x3x1}) \times (\rho_{yx3}) = 0,783 \times 0,805 = 0,630$$

$$X2 \rightarrow X3 \rightarrow Y = (\rho_{x3x2}) \times (\rho_{yx3}) = 0,154 \times 0,805 = 0,124$$

In the product quality variable, the indirect influence value is obtained from the path coefficient value  $\rho_{x3x1}$  multiplied by the path coefficient value  $\rho_{yx3}$ . The multiplication results show that the indirect influence coefficient value is smaller than the direct influence coefficient value. In the service quality variable, the indirect influence value is obtained from the path coefficient value  $\rho_{x3x2}$  multiplied by the path coefficient value  $\rho_{yx3}$ . The multiplication results show that the indirect influence coefficient value is smaller than the direct influence coefficient value. This shows that customer satisfaction can mediate namely product quality and service quality, in influencing customer loyalty.

## DISCUSSION

### *1. The influence of product quality and service quality on customer satisfaction*

The influence of product quality encourages increased customer satisfaction, performance shapes product quality, where PT Pratiwi Putra Sulung has better product quality than other companies so that customer satisfaction increases. Wherever customers are satisfied with the various kinds of construction available at PT Pratiwi Putra Sulung, aesthetics growing in product quality. Where PT Pratiwi Putra Sulung's products have attractiveness that can influence customer purchasing power, suitability increases product quality. Where the product prices set by PT Pratiwi Putra Sulung are following product quality. These results are in line with research conducted by Vika Apriliana, Wahyu Hidayat (2020), Fredirikus Timo, Mugiono, Achmad Helmy Djawahir (2019), Satria Tirtayasa (2022), Charly Hongdiyantoa, Kevin Liemena (2021).

### *2. The influence of product quality and service quality on customer loyalty*

Based on the results of the analysis of product quality variable descriptions, it shows that the majority of Pt Pratiwi Putra Sulung customers tend to agree that performance, aesthetics, and suitability form product quality variables. The indicator that makes the biggest contribution to the formation of product quality variables is aesthetics, that is, the products produced by PT. Pratiwi Putra Sulung is following product suitability standards and PT. Pratiwi Putra Sulung has an attraction that can influence customers' purchasing power.

Based on the analysis of the description of service quality variables, it shows that the majority of Pt Pratiwi Putra Sulung customers agree with physical evidence, reliability, responsiveness, guarantee, and attention. The indicator that provides the greatest value for the formation of service quality variables is physical evidence, that PT Pratiwi Putra Sulung employees have a neat appearance, and PT. Pratiwi Putri Sulung has a neatly arranged exterior so that customers feel comfortable.

Based on the results of the path analysis, shows that product quality and service quality have an impact on increasing customer satisfaction. These results are in line with research conducted by Vika Apriliana, Wahyu Hidayat (2020), Tri Anagh Firli, Drajat Stiawan (2021), Muslima, and Sri Ernawati (2020).

### ***3. The influence of customer satisfaction on customer loyalty***

Based on the analysis of the description of the customer satisfaction variable, it shows that the majority of PT Pratiwi Putra Sulung customers tend to agree that overall customer satisfaction, confirmation of expectations, availability to recommend, and intention to repurchase form the customer satisfaction variable. The indicator that makes the biggest contribution to the formation of the customer satisfaction variable is an indicator that makes the biggest contribution to the formation of the customer satisfaction variable is overall customer satisfaction, that is, feeling satisfied with the various kinds of construction products available at PT Pratiwi Putra Sulung, and feeling satisfied with all the services provided by PT Pratiwi Putra Sulung.

Based on the analysis of the description of the loyalty variable, customers tend to agree with positive words, recommend to other parties, and repeat purchases. The indicator that makes the biggest contribution to the formation of the customer loyalty variable is repeat purchases; PT. Pratiwi Putri Sulung is the main choice in service compared to other companies and is interested in using other services PT Pratiwi Putra Sulung.

Based on the results of the path analysis, shows that product quality and service quality have an impact on increasing customer satisfaction. These results are in line with research conducted by Vika Apriliana, Wahyu Hidayat (2020), Tri Anagh Firli, Drajat Stiawan (2021), Ernest Grace, Rosita Manawari Girsang, Sudung Simatupang, Vivi Candra, Novelyn Sidabutar (2021), Fredirikus Timo, Mugiono, Achmad Helmy Djawahir (2019), Satria Tirtayasa (2022).

### ***4. The influence of product quality and service quality on loyalty through customer satisfaction***

The influence of product quality and service quality encourages increased loyalty through customer satisfaction. These results are in line with research conducted by Vika Apriliana, Wahyu Hidayat (2020), Tri Anagh Firli, Drajat Stiawan (2021), Fredirikus Timo, Mugiono, Achmad Helmy Djawahir (2019), Satria Tirtayasa (2022), Charly Hongdiyantoa, Kevin Liemena (2021).

## **CONCLUSION**

Based on the research results and hypothesis testing from the proposed problem formulation, it can be concluded as follows:

1. The customer loyalty variable is the customer's tendency to continue using the same product and not want to use similar competing products. Customer loyalty indicators consist of positive comments, recommendations to others, and repeat purchases.
2. Product quality variables are the overall characteristics, characteristics, and specifications of a good or service that depends on its ability to meet customer needs. Product quality indicators are performance, aesthetics, and conformity.
3. The service quality variable is an action carried out by the company in the form of something that is intangible but can be felt by customers. Service quality indicators are physical evidence, reliability, responsiveness, guarantee, and attention.
4. Variable Customer satisfaction is a result of a comparison between expectations and performance obtained when using a product or service. Indicators that form customer satisfaction are overall customer satisfaction, confirmation of expectations, availability to recommend, and intention to repurchase.

5. Variations in product quality and service quality contribute to customer satisfaction at PT Pratiwi Putra Sulung.
6. As product quality variables increase, customer loyalty will increase. If service quality increases, customer loyalty will also increase
7. The results of the hypothesis test prove that customer satisfaction affects customer loyalty.

The influence of product quality encourages increased customer satisfaction, performance shapes product quality, where PT Pratiwi Putra Sulung has better product quality than other companies so that customer satisfaction increases. Wherever customers are satisfied with the various kinds of construction available at PT Pratiwi Putra Sulung, aesthetics growing in product quality. Where PT Pratiwi Putra Sulung's products have attractiveness that can influence customer purchasing power, suitability increases product quality. Where the product prices set by PT Pratiwi Putra Sulung are following product quality.

### **SUGGESTION**

Based on the research results and discussion of testing as above, the following suggestions are recommended:

1. According to the research results, product quality influences customer loyalty. This requires special attention from companies for their customers to continue to maintain the quality of their products. Therefore PT. Pratiwi Putri Sulung must have better product quality than other companies. The products produced by PT. Pratiwi Putra Sulung provides a guarantee of safety, in products produced by PT. Pratiwi Putra Sulung is following product suitability standards, PT Products. Pratiwi Putra Sulung has an attraction that can influence customer purchasing power. Product prices are set by PT. Pratiwi Putra Sulung is by the product quality, and the products produced by PT. Pratiwi Putra Sulung according to customer needs.
2. The quality of existing services is running well but needs to be further improved. good service such as PT Pratiwi Putra Sulung employees who look neat, PT. Pratiwi Putri Sulung has a neatly arranged exterior so that customers feel comfortable, Employees of PT. Pratiwi Putra Sulung can provide the right service according to the needs of the employees of PT. Pratiwi Putra Sulung is serious about helping solve customer problems and employees of PT. Pratiwi Putra Sulung can master product knowledge information well as, an employee of PT. Pratiwi Putra Sulung is always able to quickly resolve customer complaints. Feel safe when working together at PT. Pratiwi Putra Eldest, PT. Pratiwi Putra Sulung has employees who are always friendly to customers or clients, employees of PT. Pratiwi Putra Sulung provides individual attention to customers and employees of PT. Pratiwi Putra Sulung always puts the interests of customers first.
3. In terms of providing customer satisfaction, there needs to be an increase in innovation, to motivate customers to maintain customer loyalty. Its application in the company environment maintains the quality and quantity of the company's products.
4. This research only focuses on product quality, service quality, customer satisfaction, and customer loyalty. There are still other factors such as purchasing power and customer behavior that can be used as opportunities to conduct new research.

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