Impact of Service Quality and Product Quality on Customer Loyalty Through Customer Satisfaction on UMKM in the Field Kota Medan

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ARTICLE INFO	ABSTRACT
  How to cite: Gultom, Parapat., Utari, Cutserly., Manalu, Mawar Winda. "Impact of Service Quality and Product Quality on Customer Loyalty Through Customer Satisfaction on UMKM in the Field Kota Medan", Journal of Management Analytical and Solution (JoMAS), Vol. 4, No. 2, May. 2024, doi: doi.org/10.32734/jomas.v4i2.16578 	This study aims to determine and analyze the effect of service quality and product quality on customer loyalty through customer satisfaction in MSMEs in Medan City, namely in the coffee shop business. The research method used is a survey with data collection techniques using an online questionnaire which obtained a sample of 100 respondents through judgment sampling. The data in this study were analyzed using SmartPLS software. The results showed that service quality has no significant effect on customer loyalty, product quality has a significant effect on customer loyalty, service quality has a significant effect on customer satisfaction, product quality has a significant effect on customer satisfaction, customer satisfaction has a significant effect on customer loyalty, service quality through customer satisfaction has no significant effect on customer loyalty, product quality through customer satisfaction has a significant effect on customer loyalty. **Keywords**: Service Quality, Product Quality, Customer Satisfaction, Customer Loyalty

1. Introduction

Small businesses include those that sell goods or services to individuals at retail, like Indomaret and Alfamart those in the food and beverage industry, like bakeries and coffee shops; those in the fashion and accessory, beauty and care, and grocery stores which are the type of business that consumers, particularly mothers of the home, are most interested in because they provide daily needs for supplies and raw materials for cooking. In this era of globalization, business competition in the Indonesian market is growing very rapidly. One of the fastest-growing industries is the culinary business. The growth of the culinary business is growing rapidly in Indonesia, as is the coffee shop business, which has become a place to be crowded by some young people. This can be marked by the increasing number of new coffee shops with a variety of brands. That's why the researchers want to do their research on the coffee shop business in the city area of the field [1]-[4].

The development of the coffee business in Indonesia is growing very rapidly. This rapid development can happen due to a few lifestyle disturbances and trends in society, especially among young people who like to hang out. People are starting to make coffee shop clashes a routine for them to meet and gather with their closest friends; even coffee shops can be used as a second place of work for workers other than the office. Coffee shops are becoming a very popular place for Indonesians to visit. This phenomenon can be a very potential business opportunity for entrepreneurs [5,6].

Coffee shops in the city of Medan provide good, friendly, and polite service to consumers and always provide good quality so that customers feel satisfied when drinking coffee casually or while working, and this has a huge opportunity to create customer loyalty. In terms of business, this is certainly something that people in the people in the culinary business really want. A business is said to be successful if it succeeds in getting, retaining, and growing customers. Loyalty is the only value that a company creates by building value that comes from customers, which is all of the company's values now and in the future. Then good service quality is very important in the culinary business, including coffee shops [7]. Business actors must try to meet or even exceed consumer expectations to provide maximum satisfaction. Service quality is defined as a dynamic condition related to products, services, human resources, processes, and environments that meet or exceed expectations [8]. In the coffee shop business, one way to provide satisfaction to customers is by providing good-quality service. Coffee shops in Medan City are faced with a challenge of fierce competition, where competitors offer coffee products at affordable prices and good quality. This triggered the need to improve product quality in order to retain and satisfy customers. Product quality becomes the consumer's primary concern. Consumers want the best product quality on some of the products that have been purchased. Coffee shops must make marketing efforts through the creation of more innovative and integrated products so that consumers will receive every necessary transaction at a competitive price. Product quality is one of the main means of positioning marketers. Product quality is the set of characteristics of a product or service that influence its ability to satisfy consumer needs. To achieve the desired quality of the product, a standardization of quality is required. This method is intended to ensure that the products produced meet the established standards so that the consumer will not lose confidence in the product concerned [9,10].

Quality of service, product quality, and customer satisfaction have an important role to play in improving customer loyalty. Customer satisfaction needs to be taken into account so that coffee shops can remain in the community, especially among young people, and can compete in the business world, where the level of competition is increasingly high. A consumer whose satisfaction is satisfied will create a high level of loyalty. Customer satisfaction is a feeling of happiness or disappointment that arises after comparing the performance (or result) of a thought-on product to the expected performance (or result) [11]. Therefore, the quality of service and product quality are important elements to be taken into account to create customer satisfaction and increase customer loyalty. It can't be just one thing that's been noticed; these two elements have to be aligned.

Some of the results of previous research showed that quality of service has a positive and significant impact on customer satisfaction [12]-[14]. Based on the research was shown that product quality has a direct and significant effect on customer satisfaction. From the results of previous research, it is interesting to do further research by adding customer satisfaction as a mediation variable [15]-[19].

2. Literature Review

2.1 Quality of Service
The most important thing to know customer satisfaction is to see from the quality of products and services, good quality of service or good product has a big impact on customer content. Quality of service focuses on the fulfillment of needs and desires and the accuracy of delivery to balance the expectations of customers. The quality of service as fulfilment or exceeds customer expectations about the service provided [20].

2.2 Product Quality
Product quality is the physical condition, function and nature of a product, whether goods or services, based on the expected quality level such as durability, reliability, accuracy, ease of operation, repair of products and other product attributes with the aim of meeting and satisfying the needs of consumers or customers. The quality of the product is that the consumer feels the presence of a match on the product so that its desire corresponds to the expectations in meeting its needs [21].

2.3 Customer Satisfaction
Generally speaking, customer satisfaction is when expectations are relative to reality. If the customer expects the desired product to be a five-star result, in fact it is. One of the indicators is that your products are better than your competitors. Customer satisfaction is a feeling of satisfaction or disappointment that arises after comparing the perception of performance or results of a product with their expectations [22]. Therefore, this consumer satisfaction is a high measure of the various marketing needs and objectives of the company in general.

2.4 Customer Loyalty

Customer loyalty is the degree of customer loyalty and attachment to a brand, product, or service. It is an important concept in the business world because loyal customers tend to keep using a company's product or service repeatedly, make consistent purchases, give positive feedback, and even recommend the product or service to others. Customer loyalty in the context of service marketing is defined as a response that is closely related to a pledge or promise to hold firm commitments that underlie the continuity of relationships and is usually reflected in continuous purchases from the same service provider on the basis of dedication or pragmatic constraints [23].

2.5 Research Framework

This study aims to determine how Quality of Service can affect Loyalty of Customers. As well as how Product Quality can affect Loyalty of Customers with Customer Power as a mediating variable on UMKM in the Medan City Region. The framework of this research model can be seen in the figure below [24]-[26].
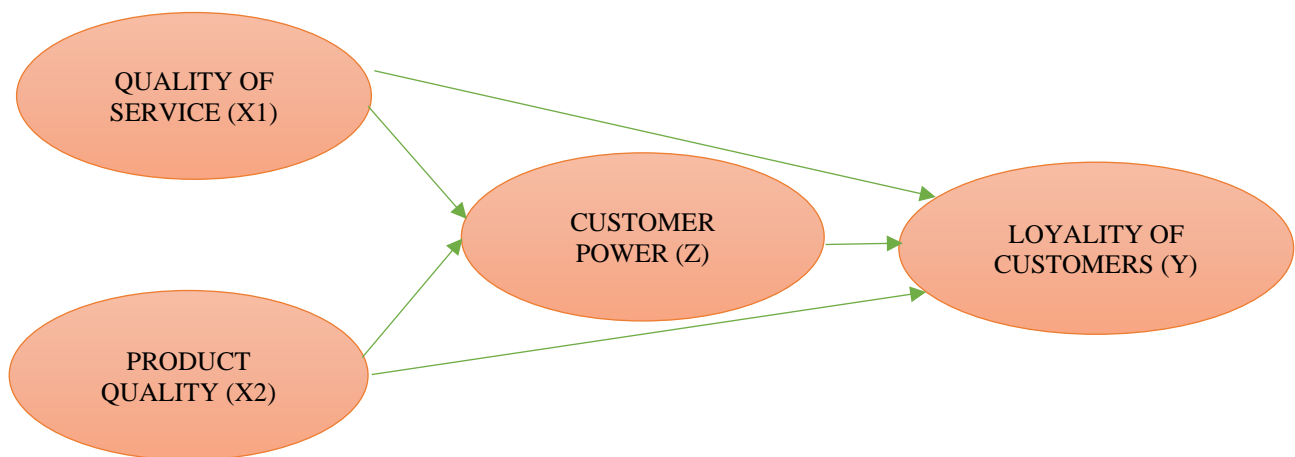

Figure 1. Research Model

2.6 Hypothesis Research

a.   Impact of Service Quality on Customer Loyalty

When the company provides the best service, it can be a quick response when responding to consumer complaints. In accordance with what is expected by the consumer, the consumer will feel satisfied with the service or service provided, and it will be the place for the consumer to make a purchase. In a study stated that the quality of service has a positive and significant influence on customer loyalty [27].

H1: Quality of Service Significantly Affects Customer Loyalty

b.   The impact of product quality on customer loyalty

Product quality is defined as conformity with applicable specifications and standards, conformity or satisfaction in use, and the and the ability to satisfy desires, meet needs, and meet expectations at competitive prices [28]. The superiority of the product, use, and function determine the quality. Consumers can see and feel the quality of the product. Corporate marketing depends on quality. Quality that matches the customer's wishes can also benefit the organization. Customers will buy and stay with the company's goods. Product quality can help beat competitors [29].

H2: Product quality has a significant impact on customer loyalty.

c.   Impact of Service Quality on Customer Satisfaction

The quality of service provides an incentive for consumers to establish strong relationships with the company. In the long term, such ties enable companies to carefully understand the expectations of consumers as well as their needs. Thus, companies can increase consumer satisfaction by maximizing pleasant consumer experiences and minimizing unpleasant customer experiences. It was stated that the quality of service has a significant impact on customer satisfaction [30]-[33].

H3: Quality of Service Significantly Affects Customer Satisfaction

d.   The impact of product quality on customer satisfaction.

Product quality is the ability of a product to perform its functions, which include durability, reliability, accuracy, ease of operation, improvement, and other valuable attributes. Previous research has shown that product quality has a positive and significant impact on consumer satisfaction and consumer loyalty [34,35].

H4: Product quality has a significant impact on customer satisfaction.

e.   Impact of Customer Satisfaction on Customer Loyalty

A satisfied customer will lead a company's life in the long term, with the implications of re-purchase. Creating customer satisfaction can provide several benefits, including the relationship between the company and its customers becoming harmonious, and can provide a better basis of reason for this re-purchase. The relationship between satisfaction and loyalty at a time when consumers reach the highest level of satisfaction creates a strong emotional bond and long-term commitment to the corporate brand. Customer satisfaction has a positive and significant impact on customer loyalty.

H5: Customer Satisfaction Influences Customer Loyalty

f.   Impact of Service Quality on Customer Loyalty through Customer Satisfaction

A consumer who is loyal to a particular manufacturer or company forever. Consumers who have been loyal to a product or service can be meant to feel satisfied with their needs so that the consumer will buy again, will not exchange for other products or services, and will tell others about their good experiences with the product or service. The maximum quality of service is expected to create satisfaction for the consumer. Satisfaction is the level of feeling in which a person expresses a comparison of the performance of a product or service received and expected. A satisfied customer is a customer who feels valued by a producer or service provider. This value can come from a product, service, system, or something that is emotional. Value for the customer can be created through the marketing attributes of the company, which can be stimulus elements for the company to influence the consumer in the purchase. If the purchase is able to satisfy his needs and desires or provide satisfaction, there is a future re-purchase. The results of a study say that the customer satisfaction variable is a partial mediation variable where the regression coefficient between the customer loyalty service quality variables remains significant after taking into account the customer content variable.

H6: Quality of service through customer satisfaction has a significant impact on customer loyalty.

g.   The impact of product quality on customer loyalty through customer satisfaction

Product quality is the ability of a product to describe its entire function to the consumer or its customer. Implementing a good-quality product will lead to a good level of customer satisfaction. Similarly, if the quality of the product is not good, it will affect the satisfaction of the customer. It can be interpreted that product quality can increase customer loyalty by mediating customer satisfaction. Customer satisfaction can create customer loyalty. Previous research by stated that product quality mediated by customer satisfaction has a positive and significant influence on customer loyalty. Customer satisfaction mediates the influence between

product quality and customer loyalty. It was stated that there is a positive and significant influence between product quality and customer loyalty through customer satisfaction.

H7: Product quality through customer satisfaction has a significant impact on customer loyalty.

3. Methods

3.1 Research Type

This type of research is a survey study because it takes samples from one population. This type of research is categorized as comparative causal research, which is directed at investigating causal relationships based on observations of the consequences that occur and searching for factors that cause them through the data collected. The type of research used is quantitative research, carried out to find out the impact of the quality of service and product quality on customer loyalty through customer satisfaction among young people who like to visit coffee shops in the city of Medan.

In this study, the population is the entire customer base of the coffee shop in the area of the city field. The sample was determined by scattering the questionnaire over 3 days and obtaining as many as 100 samples of respondents in this study. The data collection technique used by the researchers in conducting this research is using online transportation by giving a series of questions to the respondents through the Google Form application that will be shared with the community of various groups who like to hang out in the coffee shop of the city of Medan. In the process of data processing to calculate each indicator, the Likert scale is used, which specifies the items that are relevant to what they want to know, and then the respondents are asked to provide the answers that best match their opinion. Data analysis techniques: in this study, data is processed using the SmartPLS software tool, and in the analysis of data, there are several stages. The first stage is an outer model where validity tests are carried out through the Convergent Validity Test. For early-stage research, measurements with an outer loading value of 0.5 have been considered sufficient. The next stage is the inner model, which is an estimate of the path coefficient. It is an estimated value for the path relationship in a structural model obtained by the bootstrapping procedure with a value that must be significant. And the final stage is the testing of the hypothesis, starting with the calculation of the path coefficient and specific indirect effects.

4. Result and Discussions

4.1 Survey Respondent Overview

To describe the characteristics of the respondents of the study, the researchers have identified them into several aspects namely gender, gender jessic and education, as well as gender and age whose explanations are presented as follows:

Table 1. Respondents by Gender

Gender	F	%
Man	30	30
Woman	70	70
Total	100	100

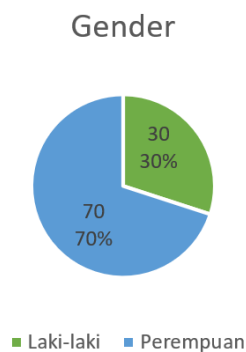Source: Dissemination of questionnaires 2024

Figure 2. Graphic Respondents by Gender
Source: Dissemination of questionnaires 2024

From the data on the type chart seen, the characteristics of respondents by gender are 30 males with a percentage of 30% and 70 females with a percentage of 70%. This result shows that respondents are more female.

Table 2. Gender & Education

Gender	Education			Total
	SMA	S1	S2	
Man	8	21	1	30
Woman	10	52	8	70
Total	18	73	9	100

Source: Dissemination of questionnaires 2024.

There were 100 responders total, divided by gender and educational attainment based on the data supplied. Thirty males and seventy women make up the hundred responders. Regarding schooling, 18 respondents, 73 S1 respondents, and 9 S2 respondents have completed their high school education. To be more precise, among the thirty men who responded, eight had completed high school, twenty-one had completed S1, and one had completed S2.

Thus, it can be said that S1 education accounts for the majority of respondents, with a greater proportion of women than men in each educational group.

Table 3. Gender

Jenis Kelamin	Umur																			Jumlah
	15	16	19	20	21	22	23	24	25	26	27	28	29	31	32	34	35	40	43	
Laki-laki				2	1	2	2	5	5	5	3	1	1	1	1		1			30
Perempuan	1	1	1	2	2	2	8	29	13	3	2	1		1	1	1		1	1	70
Jumlah	1	1	1	4	3	4	10	34	18	8	5	2	1	2	2	1	1	1	1	100

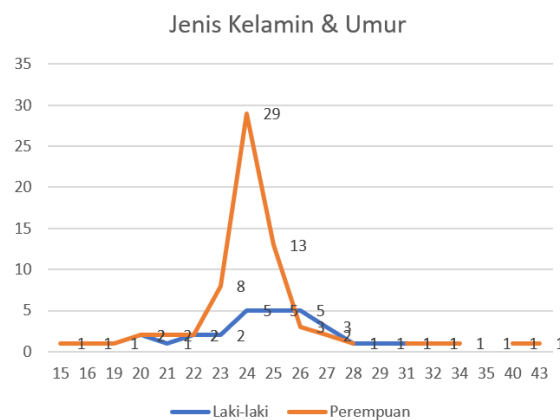Source: Excel processed data, 2024

Figure 3. Gender and age
Source: Excel processed data, 2024

From the data, there were 100 respondents, divided by gender and age, with 30 males and 70 females participating in the survey.

The age distribution of male respondents is as follows: Age 20: 2 respondents; age 21: 1 respondent; age 22: 2 responders; age 23: 2 replies; age 24: 5 respondents; age 25: 5 replies; age 26: 5 responders; age 27: 3 respondents. In the meantime, the age distinction among female respondents was as follows: Age 15: 1 respondent; age 16: 1 reply; age 19: 1 response; age 20: 2 reply; age 21: 2 respondents From the data, it can be concluded that the majority of female respondents are around 24 years of age, while the vast majority of male respondents are around 25. There is a significant variation in the distribution of ages between these two gender groups.

4.2 *Validity Test*
a. *Outer Model Test Results*

External testing of the model in this study is carried out to find out if the indicator used has a valid indicator or not. The external testing model is done on 100 respondents data that have been collected before further processed to test the research hypothesis. The results are as follows:
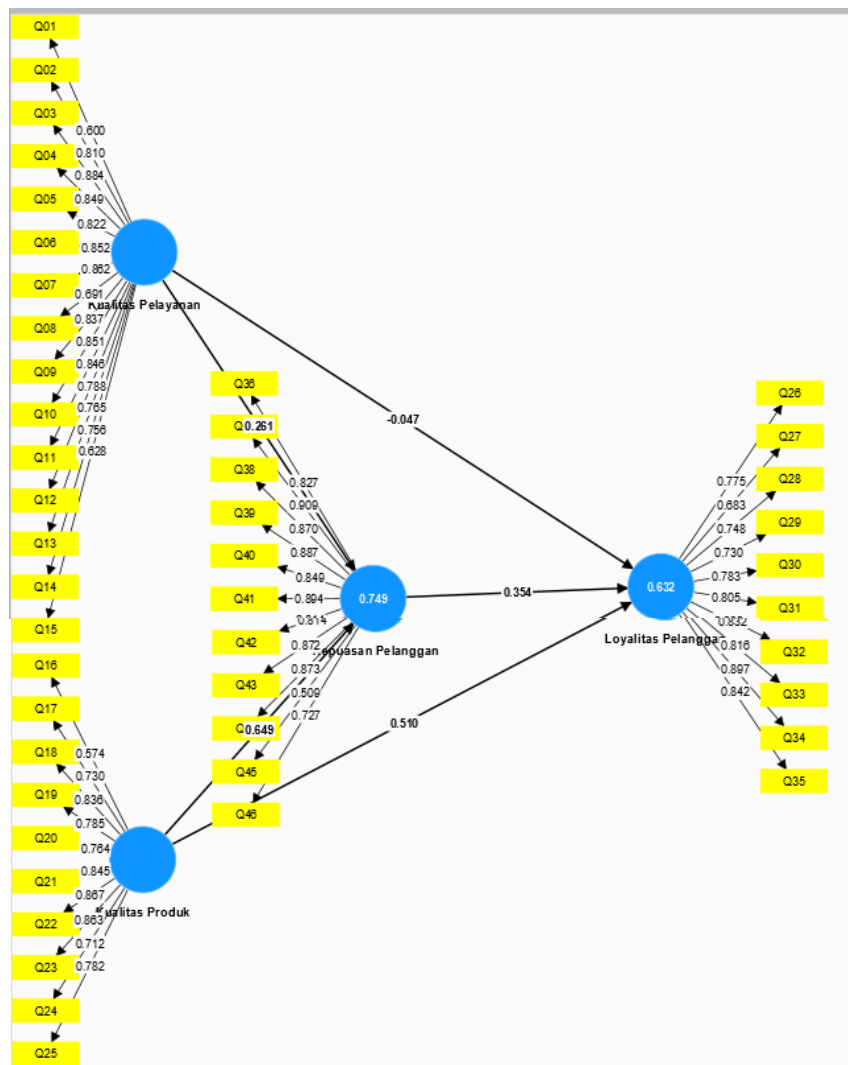

Figure 4. Early Model Outer Test Results
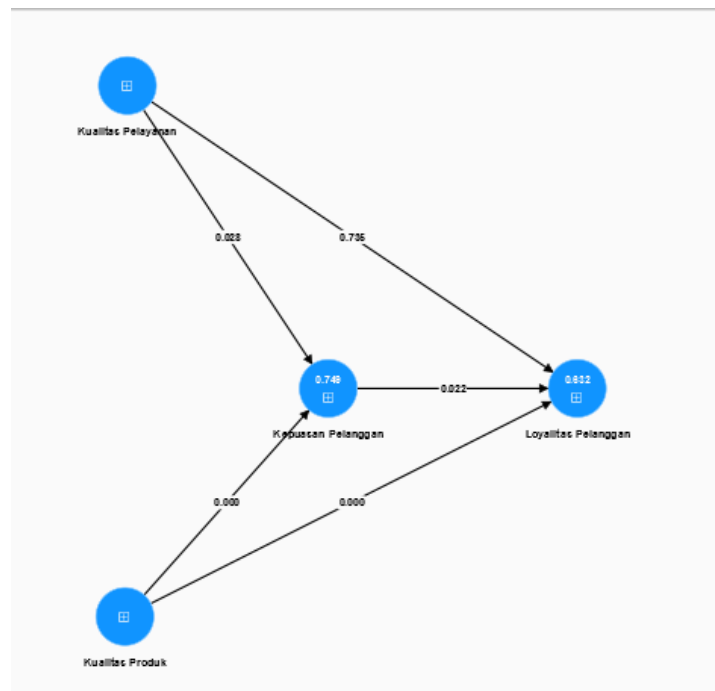Source: data processed by SmartPLS 4, 2024

Table 4. Construct Reliability dan Validity

Construct reliability and validity - Overview				Copy to Exc
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Kepuasan Pelanggan	0.952	0.958	0.959	0.686
Kualitas Pelayanan	0.957	0.959	0.962	0.630
Kualitas Produk	0.927	0.934	0.939	0.609
Loyalitas Pelanggan	0.934	0.938	0.944	0.629

Source: data processed by SmartPLS 4, 2024

Based on the Figure and Table 4.1 above, the entire variable has a range of outer loading values > 0.5 which means that the entire indicator item has been declared valid. The variables meet the convergent and discriminant validity criteria when they have composite reliability values, Cronbach alpha and AVE > 0.5. Data from Table 4.2 above is known that the four variables stated in the study have met convergent and discriminants validity because they have compound reliability, Cronbach alphas and AVEs > 0,5.

b. *Inner Model Test Results (Bootstrapping)*

Figure 5. Direct Effect
Source: data processed by SmartPLS 4, 2024

Table 5. Table Path Coefficients

Path coefficients - Mean, STDEV, T values, p values				Copy to Excel	Copy to
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Kepuasan Pelanggan -> Loyalitas Pelanggan	0.354	0.372	0.154	2.294	0.022
Kualitas Pelayanan -> Kepuasan Pelanggan	0.261	0.270	0.119	2.193	0.028
Kualitas Pelayanan -> Loyalitas Pelanggan	-0.047	-0.071	0.138	0.339	0.735
Kualitas Produk -> Kepuasan Pelanggan	0.649	0.638	0.105	6.172	0.000
Kualitas Produk -> Loyalitas Pelanggan	0.510	0.523	0.145	3.523	0.000

Source: data processed by SmartPLS 4, 2024

Indirect Effect

Table 6. Specific Indirect Effects

Specific indirect effects - Mean, STDEV, T values, p values					Copy to Excel	Copy t
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	
Kualitas Pelayanan -> Kepuasan Pelanggan -> Loyalitas Pelanggan	0.092	0.105	0.074	1.239	0.215	
Kualitas Produk -> Kepuasan Pelanggan -> Loyalitas Pelanggan	0.230	0.233	0.096	2.382	0.017	

Source: data processed by SmartPLS 4, 2024

Total Effect

Table 7. Total Effects

Total effects - Mean, STDEV, T values, p values					Copy to
	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Kepuasan Pelanggan -> Loyalitas Pelanggan	0.354	0.372	0.154	2.294	0.022
Kualitas Pelayanan -> Kepuasan Pelanggan	0.261	0.270	0.119	2.193	0.028
Kualitas Pelayanan -> Loyalitas Pelanggan	0.045	0.034	0.103	0.442	0.659
Kualitas Produk -> Kepuasan Pelanggan	0.649	0.638	0.105	6.172	0.000
Kualitas Produk -> Loyalitas Pelanggan	0.739	0.756	0.097	7.607	0.000

Source: data processed by SmartPLS 4, 2024

Determinant (R^2)

Table 8. R-Square

R-square - Overview		
	R-square	R-square adjusted
Kepuasan Pelanggan	0.749	0.744
Loyalitas Pelanggan	0.632	0.620

Source: data processed by SmartPLS 4, 2024

Based on Table 4.6 above, a customer satisfaction R square value of 0.749 is obtained, which means that the quality of service and product quality have the ability to describe the satisfaction of the customer at 74.9% (0.749 x 100%), while the remaining 25.1% is described by other variables that have not been studied. As for the customer's loyalty, r squared is 0.632, which means service quality, product quality, and customer satisfaction have the ability to describe customer loyalty of 63.2% (0.632 x 100%).

Hypothesis Test Results

To find out how the data results of the study support the hypothesis submitted, this study is done by comparing the statistical t values and p values obtained on the test bootstrapping with the t table 1,960 obtained at the degree of significance of 0.05.

Hypothesis 1: Quality of Service Significantly Affects Customer Loyalty Based on known data, hypothesis 1 obtains a statistical t value (0.339) < t table (1,960); p value (0,735) > sig (0,05). The results showed that the hypothesis that the quality of the service had a significant influence on the customer's loyalty was rejected. Thus, it can be concluded that a good quality of service cannot significantly improve customer loyalty.

Hypothesis 2: Product quality significantly affects customer loyalty.
Based on known data, hypothesis 2 obtains statistical t values (3,523) > t tables (1,960); p value (0,000) < sig (0,05). These results show that the hypothesis that the quality of the product has a significant influence on customer loyalty is acceptable. Thus, it can be concluded that good product quality can significantly enhance client loyalty.

Hypothesis 3: Quality of Service Significantly Affects Customer Satisfaction
Based on known data, hypothesis 3 obtains a statistical t value (2,193) > t table (1,960); p value (0,028) < sig (0,05). These results show that the hypothesis that the quality of service has a significant influence on customer satisfaction is acceptable. Thus, it can be concluded that a good quality of service can significantly create customer satisfaction.

Hypothesis 4: Product quality has a significant impact on customer satisfaction.
Based on known data, hypothesis 4 obtains statistical t values (6,172) > t tables (1,960); p value (0,000) < sig (0,05). These results show that the hypothesis that the quality of the product has a significant influence on customer satisfaction is acceptable. Thus, it can be concluded that good product quality can significantly increase the satisfaction of the customer.

Hypothesis 5: Customer Satisfaction Significantly Affects Customer Loyalty
Based on known data, hypothesis 5 obtains statistical t values (2,294) > t tables (1,960); p value (0,022) < sig (0,05). These results show that the hypothesis that customer satisfaction has a significant influence on customer loyalty is acceptable.

Hypothesis 6: Quality of Service through Customer Satisfaction Significantly Affects Customer Loyalty
Based on known data, hypothesis 6 obtains a statistical t value (1,239) < t table (1,960); p value (0,215) > sig (0,05). These results show the hypothesis that the quality of service through customer satisfaction has a significant influence on the loyalty of the customer.

Hypothesis 7: Product quality through customer satisfaction significantly affects customer loyalty.
Based on known data, hypothesis 7 obtains statistical t values (2,382) > t tables (1,960); p value (0,017) < sig (0,05). These results show that the hypothesis that the quality of the product through customer satisfaction has a significant influence on customer loyalty is acceptable.

5. Conclusion

Quality of service has no significant impact on customer loyalty. Thus, it can be concluded that good quality of service cannot significantly improve customer loyalty. The quality of the product has a significant impact on customer loyalty. Thus, it can be concluded that good product quality can significantly improve customer loyalty. The quality of service has a significant influence on customer satisfaction. Thus, it can be concluded that good quality of service can significantly create customer content. The quality of the product has a significant impact on customer satisfaction. Thus, it can be concluded that good product quality can significantly result in the satisfaction of the customer. Customer satisfaction has a significant influence on customer loyalty. Thus, it can be concluded that high customer satisfaction can result in high client loyalty as well. The quality of service through customer satisfaction does not have a significant impact on customer loyalty. Thus, it can be concluded that the quality of the service through the high satisfaction of the customer cannot result in the same high loyalty of the client. The quality of the product through customer satisfaction has a significant impact on customer loyalty. Thus, it can be concluded that the quality of the product, as measured by high client satisfaction, can result in high client loyalty as well.

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