

Satisfaction And Customer Loyalty: Industrial Service (Indserv) Modeling

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Abstract:

Background: Customer loyalty is a strategic priority for companies in achieving sustainable business growth. This study uses INDSEV (Industrial Service) modeling to examine the influence of service quality and the intervening role of satisfaction in the relationship between trust and customer loyalty. INDSEV modeling has indicators more suitable for research in industries or companies with business customers (B2B).

Materials and Methods: A survey collected data from 150 respondents, or customers. a Likert scale, the measurement instrument being used, ranges from 1 to 5. A structural equation model (SEM) was employed to analyze the data using LISREL 8.80 software.

Results: The goodness of fit of all variables shows most of the good results (good fit), and measurement model analysis shows all indicators are valid and reliable. The results stated that four of the five hypotheses proposed were accepted. Customer satisfaction is significantly impacted by service quality. Satisfaction affects trust and loyalty and trust affects loyalty, meanwhile, service quality is not significant to customer loyalty. Satisfaction acts as a mediator in the correlation between loyalty and quality of service For further research, it is recommended to test the dimensions of INDSEV modeling service quality to find out which dimensions have the most influence on customer loyalty. It can also expand the object of research.

Conclusion: This research highlights the importance of service quality and customer satisfaction in driving customer loyalty. It provides insight into the mediating role of satisfaction and the direct influence of trust on loyalty. The findings suggest that companies should focus on improving service quality to increase customer satisfaction and ultimately grow loyalty. This research also suggests using the service quality dimension of the INDSEV model in future studies.

Key Word: Service quality, INDSEV, loyalty, trust, satisfaction.

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I. Introduction

Indonesia's medical equipment industry market has high potential due to the large population and need for health facilities. In 2017, the medical equipment industry market reached 60 trillion rupiah, with most products still dominated by imports. However, domestic production of medical devices has increased significantly, reaching 100% of the target set by the government in 2022. With the increasing need for medical devices, distribution companies in Indonesia have prospective opportunities.

Medical equipment distribution companies have proliferated during the COVID-19 pandemic due to the increasing need for medical devices and solutions in dealing with COVID-19. Even though the pandemic has passed, the need for medical devices remains a priority and provides opportunities for distribution companies to expand the market.

This research was conducted at a medical equipment distribution company in Lampung province, Indonesia. This company experienced an increase in sales turnover during the pandemic, although there were fluctuations in sales growth rates each year. The problem that exists in service-based companies is how to provide the best service to create satisfaction, which is expected to lead to loyalty so that customers can return and even become positive WOMs to other companies. Companies need to create a competitive advantage by providing various types of medical devices with quality assurance by Ministry of Health regulations, handling complaints, and providing good after-sales service through repair and calibration of medical device equipment.

Numerous prior studies have indicated that satisfaction and loyalty are significantly impacted by service quality. (Boonlertvanich, 2019; DAM & DAM, 2021; Erkmn & Hancer, 2019; Roy et al., 2019). Although Famiyeh et al., (2018) provide other results, 2 of the 5 characteristics of service quality do not influence satisfaction.

Service Quality

The service quality dimension has indicators that are specifically used for business-to-business (B2B) customers, by developing measurement instruments to determine service quality that specifically regulate B2B customers. Development of service quality measurement instruments (Roy et al., 2019), namely PDSQ (Psychiatric Diagnostic Screening Questionnaire) three dimensions, IND-SERV (industrial service quality) four dimensions, SERV-QUAL (Service Quality) five dimensions, PSQ (Patient Satisfaction Questionnaire) six dimensions and AUDIT-QUAL nine dimensions.

IND-SERV modeling by Gounaris (2005) is the most popular B2B service quality measuring instrument; other instruments have contextual restrictions. The more comprehensive IND-SERV scale is predicated on the notion that service quality in the B2B market is a high-level construct made up of four level dimensions: potential quality, output quality, and hard and soft process quality. Because of how its dimensions aid researchers and marketers in identifying diverse facets of service quality throughout multiple places of B2B services, the IND-SERV conception is regarded as unique. These factors influence how industrial clients view the quality of the services they receive (Roy et al., 2019).

Service quality positively and significantly influences satisfaction (Boonlertvanich, 2019). Good quality of service positively influences customer satisfaction because it creates a satisfying experience, increases trust, and increases the connections between the business and its customers (Roy et al., 2019). Overall, satisfaction is thought to be a derivation of perceived quality and a stronger indicator of customer loyalty. This emphasizes how crucial it is to put the customer's needs first while creating and sustaining long-lasting connections. Higher levels of customer satisfaction can result from improvements in perceived service quality, and higher levels of customer loyalty can follow (Dam & Dam, 2021). According to Dam & Dam (2021), Loyalty is positively and significantly influenced by service quality. (Dam & Dam, 2021). Dam&Dam (2021) state that service quality has a positive and significant effect on customer loyalty.

H1 = Service quality affects customer satisfaction.

H2 = Service quality affects customer loyalty

Satisfaction

Dissatisfaction a consumer's reaction to assessing the apparent discrepancy between their preconceived notions and the actual performance of a good or service following use is known as their level of satisfaction. (Meesala & Paul, 2018). Some interpret satisfaction as the result of comparing expectations and reality. (Boonlertvanich, 2019). Customer satisfaction is also important in building customer trust and loyalty (Islam et al., 2021). Customer loyalty can be more accurately predicted by satisfaction, which is thought to be a consequence of perceived quality. (Boonlertvanich, 2019). Factors influencing customer satisfaction are meeting customer needs, positive experiences gained from interactions with the company, service quality, customer trust, and corporate social responsibility (Islam et al., 2021).

The impact of customer satisfaction on trust is quite significant. When customers are pleased with the products or services they receive from a company, they are more likely to trust that company. Satisfaction with building trust is crucial for a company's brand success (Erkmen & Hancer, 2019; Islam et al., 2021; Sürücü et al., 2019). (Akbari et al., 2020; Dam & Dam, 2021; Islam et al., 2021; Roy et al., 2019; Song et al., 2019; Sürücü et al., 2019) agree that satisfaction provides influence and ownership. Developing a positive relationship with customers is important for enhancing customer loyalty, so the hypothesis development in this research is:

H3 = Satisfaction has a direct impact on customer trust.

H4 = Satisfaction has a direct impact on customer loyalty.

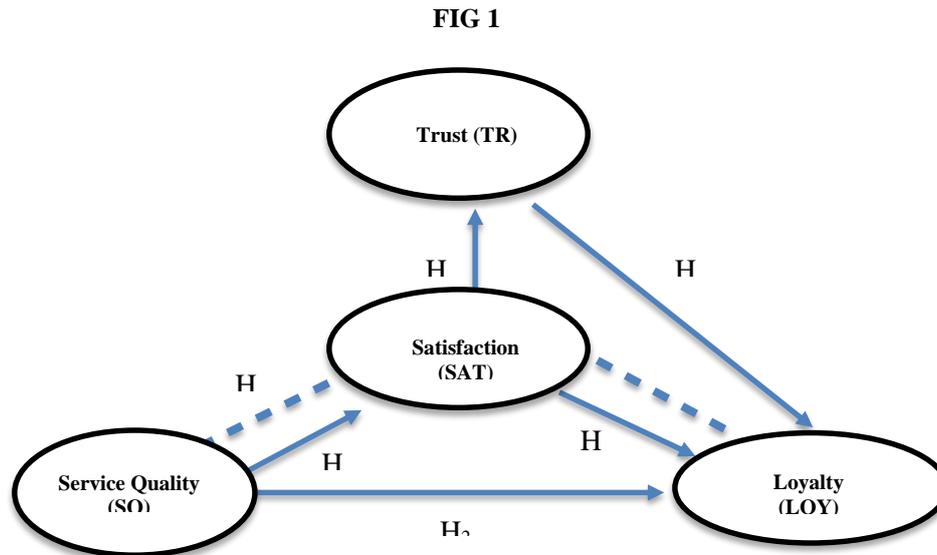
Trust

Trust refers to how the customer perceives a business or its products/services of the credibility and generosity of a particular service representative or institution (Boonlertvanick, 2019). According to (Wong, 2017), three factors influence trust formation as follows: ability, benevolence, and *integrity*. Building customer trust is an important requirement for a company (Sürücü et al., 2019) revealed that intangible services increase customers' risk perception. It's important to note that trust in services provides benefits beyond just risk reduction. It also affects the process of making purchasing decisions. Pritchard, Havitz, and Howard (1999) analyzed and found that trust has a direct and positive impact on building customer loyalty. Various other studies analyze the impact of customer trust on gaining customer loyalty (Akbari et al., 2020; Boonlertvanich, 2019; Song et al., 2019) which states that customer trust has a positive and direct impact on loyalty. In this context, the author proposes the final hypothesis as follows:

H5 = Customer trust influences customer loyalty.

II. Material And Methods

This study examines the impact of service quality on customer satisfaction, trust, and loyalty. It also tests the influence of customer satisfaction as a mediator on the relationship between trust and loyalty. The research's



conceptual structure is as follows:

Study Design: Quantitative and observational study

Study Location: This study focused on healthcare facilities in the Western Indonesian provinces of Lampung and South Sumatra, specifically hospitals and clinics.

Study Duration: November 2023 to December 2023.

Sample size: 150 respondents.

Sample size calculation: The population and sample in this research are all customers of the research object company, namely hospitals, clinics, and health centers, who are B2B customers of the company and have transacted with the company several times (with a choice of transaction range), namely 150 samples. The samples or respondents who filled out this research questionnaire were the Director of the Hospital or the Purchasing Department.

Subjects & selection method: The population and sample in this research are all customers of the research object company, namely hospitals, clinics, and health centers, who are B2B customers of the company and have transacted with the company several times (with a choice of transaction range), namely 150 samples. The samples or respondents who filled out this research questionnaire were the Director of the Hospital or the Purchasing Department. This research data was obtained by distributing questionnaires to 150 customers of the research vehicle company. The questionnaire in this research will be created using Google Forms and will be distributed to respondents via email or WhatsApp

Inclusion criteria:

1. Customers from Hospital and Clinics
2. Must be a Head of Organization or manager of the purchasing department
3. Have been a customer of a medical device company for at least 1 year

Procedure methodology

This research uses questionnaires as primary data to observe research hypotheses. The questionnaires were distributed as many as 150, and addressed to the hospital director or the hospital purchasing department. The results of the questionnaire will then be analyzed in descriptive statistics and see validity and reliability as well as relationships between variables using SEM-Lisrel 8.80. The goal of this whole set of methods is to find out the significance of the research variables used.

Statistical analysis

The results of the questionnaire or all respondents' answers that have been collected will be analyzed using descriptive statistics, namely the mean, then processed using frequency distribution, and then analyzed using

SEM with LISREL 8.80 software to see the validity, reliability, structural models, hypothesis testing and see the strength of mediating variables.

III. Result

Validity dan Reliability

The latent variables used in this study are service quality, satisfaction, trust, and customer loyalty. Evaluation of the measurement model tests construct validity and reliability. The validity test results are seen from the Standardized Loading Factor (SLF) value and can be declared valid if it has good SLF criteria, namely ≥ 0.50 . The validity value of this research variable can be seen in Table 1. Reliability testing can be seen from the value of construct reliability (CR) ≥ 0.70 and Average Variance Extracted (AVE) ≥ 0.50 . The CR and AVE values of the variables are all reliable (Table 2), so it can be said that all variables and indicators in this study can represent latent constructs and the indicators used in this study are valid for measuring latent constructs.

Table 1: Measurement Indicator

Indicator	Source of Adaptation	SLF	STDEV	MEAN	G. MEAN
Service Quality Offer Full service Has low personnel turnover Respect/maintain time schedules Be careful and detailed Understanding customer needs Has a very good approach Listening to and resolving customer problems Be open to ideas or suggestions. Maintain customer interests	Roy et al, 2019	0,82	0,872	3,527	3,478
		0,77	0,903	3,500	
		0,82	0,871	3,560	
		0,73	0,872	3,540	
		0,85	0,957	3,420	
		0,77	0,864	3,460	
		0,84	0,865	3,493	
		0,73	0,895	3,473	
		0,82	0,833	3,493	
Achieve goals/targets Has an important effect on the customer's business Be creative in terms of offers Consistent with policy	Roy et al, 2019	0,82	0,910	3,473	3,478
		0,82	0,958	3,433	
		0,70	0,920	3,400	
		0,74	0,886	3,440	
Customer Satisfaction I'm satisfied with this firm in comparison to others.. Overall, I am satisfied with this company. The choice of transaction with this company was the right choice. This company met my expectations.	Dam & Dam, 2021	0,93	0,830	4,207	4,154
		0,97	0,865	4,193	
		0,95	0,804	4,107	
		0,90	0,804	4,107	
Customer Trust I have confidence that the company's offerings are of excellent quality. Transacting with this company is a guarantee of quality This company delivers on its claims. This company pays attention and takes care of its customers	Islam et al, 2021	0,86	0,732	4,220	4,175
		0,92	0,757	4,153	
		0,89	0,735	4,127	
		0,92	0,714	4,200	
Customer Loyalty I will transact with this company again I would recommend this Company I'll be using this business in the future.	Boonlertvanich, 2019	0,95	0,754	4,287	4,185
		0,88	0,842	4,040	
		0,93	0,761	4,227	

Table 2: Reliability Test CR $\geq 0,70$ dan AVE $\geq 0,50$

Latent Variable	CR	AVE	Result
Service Quality	0,955	0,621	Reliable
Satisfaction	0,968	0,880	Reliable
Trust	0,947	0,806	Reliable
Loyalty	0,941	0,847	Reliable

The validity test results confirm that all items are genuine and accurate, with a loading factor value greater than 0.7. The variables used in the study were also reliable with construct reliability values greater than 0.7 and AVE greater than 0.5.

Table 3: Fornell and Larcker Criterion (Validitas Diskriminan)

	SQ	SAT	TR	LOY	RESULT
SQ	0,788				Valid
SAT	0,034	0,938			Valid
TR	0,051	0,828	0,898		Valid
LOY	0,055	0,844	0,822	0,922	Valid

In Table 4, the Fornell and Larcker Criterion is used to determine the discriminant validity. This criterion compares the root AVE value of each variable to its correlation value with other variables. If the root AVE value is higher than the correlation value, then the indicator for that variable is considered valid in measuring the corresponding variable. The results of the Fornell and Larcker Criterion calculation state that all variables are valid.

Overall Model Fit

The goodness-of-fit measurement showed that all indices met the criteria. The chi-square value is less than 2df (Degree of Freedom) which is 244, two fit indices namely RMR and RMSEA reached good criteria with values of 0.036 and 0.071 respectively. GFI reached more than the cutoff value ≥ 0.9 . The resulting GFI is 0.91 indicates the model is a good fit, and the AGFI value is 0.90 which is a support fit model. Other fit indices such as CFI, NFI, NNFI, IFI, RFI, ECVI, AIC, and CAIC met the good criteria. Although some indices did not fully meet the criteria, overall the model has shown adequate fit based on most of the goodness-of-fit results. It can be concluded that in general, the model adequately represents the relationship between latent constructs.

Table 4: Overall Model Fit Criteria Test Result

Goodness of Fit	Cut off Value	Results	
Root Mean Square Error of Approximation (RMSEA)	$\leq 0,08$	0,071	Good Fit
Expected Cross Validation Index (ECVI)	$\approx 4,03$	3,64	Good Fit
Akaike Information Criterion (AIC)	≈ 600	542,13	Good Fit
Consistent Akaike Information Criterion (CAIC)	$\approx 1803,19$	1794,8	Good Fit
Relative Fit Index (RFI)	$\geq 0,9$	0,95	Good Fit
Comparative Fit Index (CFI)	$\geq 0,9$	0,98	Good Fit
Normed Fit Index (NFI)	$\geq 0,9$	0,96	Good Fit
Non-Normed Fit Index (NNFI)	$\geq 0,9$	0,97	Good Fit
Incremental Fit Index (IFI)	$\geq 0,9$	0,98	Good Fit
Root Mean Square Residual (RMR)	$\leq 0,05$	0,036	Good Fit
Goodness of Fit Index (GFI)	$\geq 0,9$	0,91	Good Fit
Adjusted Goodness of Fit Index (AGFI)	$\geq 0,9$	0,90	Good Fit

Coefficient of Determination (R Square)

R-Square (R²) and Q-Square predictive relevance (Q²) can be used to assess how well exogenous variables explain the diversity of endogenous variables or how much of an impact they have on endogenous variables.

Table 5. R-Square (R²) dari Model SEM

Variabel	R ²
Satisfaction (SAT)	0.030
Trust (TR)	0.87

Loyalty (LOY)	0.99
$Q^2 = 1 - (1 - R_1^2) * (1 - R_2^2) * (1 - R_3^2)$ $Q^2 = 1 - (1 - 0.030) * (1 - 0.87) * (1 - 0.99) = 0.998$	

The R-square on the Satisfaction (SAT) variable is 0.030 or 3.0%, which indicates that the diversity of the satisfaction variable can be explained by the service quality (SQ) variable by 3.0%. Then the trust variable (TR) obtained an R-square of 0.87 or 87.0%, indicating that the satisfaction variable can explain the diversity of the Trust variable by 87.0%. The Loyalty variable (LOY) obtained an R-square of 0.99 or 99.0%. This shows that the diversity of loyalty variables can be explained by the service quality, trust, and satisfaction variables by 99.0%. Furthermore, the Q-Square predictive relevance (Q2) value is also obtained at 0.998 or 99.8%. This shows that the diversity of data can be explained by the entire model by 99.8%, meaning that the model can explain the data well. In comparison, the remaining 0.2% is explained by other factors/variables not involved in this study.

Structural Model

Determination of the suitability test of the structural model is carried out by comparing the coefficient of the structural equation with a predetermined significance level. Based on Table 3, the structural model used in this study is valid and reliable. The level of suitability of the structural model is at a significance of 0.05 or a confidence level of 95%, it must meet the criteria for a t value greater than 1.96. The test results show that the structural model accurately represents the relationship between research variables based on predetermined criteria. This model can be used to test hypotheses and achieve research objectives.

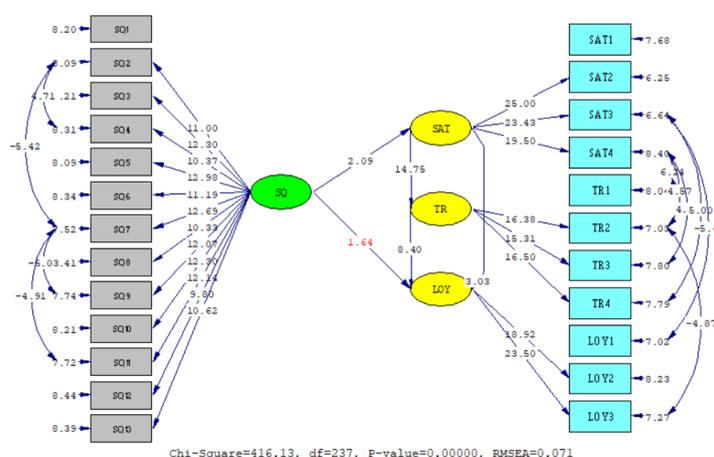


Figure 2. Structural Model (T-Value)

IV. Discussion

After seeing the model's validity, reliability, and goodness of fit, hypothesis testing is carried out. Hypothesis Test Results can be seen in Table 6 below:

Table 6: Hypothesis Testing

Hypotesis	Coefficient	T-Tabel	T-Value	Result
H1. SQ → SAT	0,19	1,96	2,09	Supported
H2. SQ → LOY	0,041	1,96	1,64	Not Supported
H.3 SAT → TR	0,76	1,96	14,75	Supported
H.4 SAT → LOY	0,23	1,96	3,03	Supported
H.5 TR → LOY	0,86	1,96	8,40	Supported

The results of hypothesis testing show that H1, H3, H4, and H5 are accepted, while H2 is rejected. Table 7 shows that the relationship between Service Quality (SQ) and customer satisfaction (SAT) has a coefficient of

0.19 and a t-value of 2.09. This supports **H1** which proposes that service quality construction has a positive effect on customer satisfaction. The coefficient of 0.19 indicates a positive relationship, and the t-value above 1.96 indicates that this relationship is considered statistically significant at $p < 0.05$. This result is supported by previous research by Boonlertvanich (2019), Erkmen & Hancer, (2019), Roy et al., (2019), and Dam & Dam (2021) who argue that service quality affects customer satisfaction. Based on prior research by Erkmen & Hancer (2019), Islam et al. (2021), and Sürücü et al. (2019), the effect of satisfaction on trust has a t count of 14.75 with a coefficient of 0.76, which further supports **H3** that satisfaction has a significant effect on customer trust. **H4**, the hypothesis regarding the effect of satisfaction and loyalty produces a t value of 3.03 with a coefficient of 0.23, this explains that customer loyalty is positively correlated with satisfaction. (Akbari et al., 2020; Dam & Dam, 2021; Islam et al., 2021; Roy et al., 2019; Song et al., 2019; Sürücü et al., 2019). Trust also affects customer loyalty, this can be seen by the acceptance of **H5**, the t value is 8.40 and the coefficient is 0.86. The results of this hypothesis test are in line with previous research by Akbari et al., (2020), Boonlertvanich, (2019), and Song et al., (2019) which suggest that loyalty is positively and directly impacted by customer trust.

The hypothesis regarding the effect of service quality on customer loyalty (**H2**) is not supported, the resulting t-value is 1.64 while the expected t-table value is above 1.96, and the resulting coefficient is 0.041. These findings contradict those of earlier research by Dam & Dam (2021) and Boonlertvanich (2019). The inconsistency of the effect of service quality on customer loyalty may be caused by a g-mean value of 3.478 which means that most respondents answered neutral or disagreed.

To figure out the mediating or indirect effect of the satisfaction variable on the relationship between service quality and customer loyalty, the current research additionally examined a second hypothesis, **H6**. To test the mediation hypothesis, we compare the SLF value obtained from analyzing the direct effect of service quality on loyalty (0.04) with the product of the SLF value of service quality on satisfaction (0.17) and the SLF value of the effect of satisfaction on loyalty (0.26), the result of which is 0.05. Since the indirect SLF value (mediation) is higher than the direct SLF value, it can be said that customer loyalty is influenced by satisfaction through a mediation impact of service quality. The effect of mediation can also be seen from the value of indirect influence that appears in the analysis as follows:

Tabel 7. Indirect Effect

Hypotesis	Path	Coefficients	Std. Error	z value	Result
H6	SQ → SAT → LOY	0.17	0.08	2.08	Significant
	SQ → SAT → TR → LOY	0.14	0.07	2.08	Significant

Table 7 indicates that the relationship between service quality and customer loyalty is mediated by satisfaction, as the t-value (2.08) is higher than the t-table (1.96).

V. Conclusion

The study concludes that customer satisfaction, which in turn affects customer loyalty, is greatly impacted by service quality. Customer loyalty was also found to be directly impacted by trust. The study did not discover a meaningful connection between client loyalty and service quality, nevertheless. These findings highlight the importance of focusing on service quality to enhance customer satisfaction and build trust, ultimately leading to increased customer loyalty. Distribution companies should prioritize improving service quality, fostering customer satisfaction, and building trust as part of their strategic efforts to achieve sustainable business growth. Further research is recommended to explore the dimensions of the INDSEV model and expand the scope of the study to gain more insights into customer loyalty in the distribution industry.

Using a quantitative approach, this study examines the relationship between service quality, satisfaction, trust, and customer loyalty. While providing useful insights, this study has some limitations that open up opportunities for future research.

First, interview techniques to generate more accurate data. In-depth interviews will help understand how service quality, satisfaction, and trust affect customer loyalty. Second, the research object is still minimal. This research only uses a research sample at a company; in the future, research can be carried out on several objects to obtain a larger sample. Wider coverage by considering several locations can also increase generalizability. Finally, future research can analyze the quality of INDSEV modeling services independently per dimension to determine which dimensions have the most influence and do not influence customer loyalty.

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