

# Analysis of the Influence of Savings and Loans Products and Service Quality on Loyalty and the Role of Satisfaction as a Moderation Variable

Koidatul Nurulaeni<sup>1\*</sup>, Wahyu Wulandari<sup>2</sup>, Nasharuddin Mas<sup>3</sup>

<sup>1,2,3</sup>Management, Faculty of Economics and Business, Universitas Widyagama Malang, Indonesia

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### Corresponding Author:

Koidatul Nurulaeni  
([koidatul@gmail.com](mailto:koidatul@gmail.com))

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## Abstract

*The purpose of this research is to determine the effect of savings and loan products and service quality on customer loyalty which is moderated by customer satisfaction in the study of KPRI Yustisia customers at the Malang District Court. The sampling technique in this research uses "Non Probability Sampling", and the sampling method in this research is "Saturated Sample" (Total Sampling) of 73 KPRI Yustisia customers. Data is processed via Smart Partial Least Square (PLS) software. The research results show that savings and loan products do not have a significant effect on customer loyalty. Service quality does not have a significant effect on customer loyalty. Customer satisfaction has a negative and significant effect on customer loyalty. Customer satisfaction does not play a role in moderating the influence of savings and loan products on customer loyalty. Customer satisfaction does not play a role in moderating service quality on customer loyalty.*



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## 1. INTRODUCTION

The increasing economic growth in Indonesia recently reflects the health of the country's economy, but at the same time creates intense competition among companies for consumers. The phenomenon of rapid business growth encourages every business entity to compete actively in all aspects of marketing products and services. In this context, marketing activities play a crucial role in business activities, with the main focus on creating value for consumers. Every business actor, regardless of business category, is required to be sensitive to the dynamics of changes that occur. The same thing also happens to financial institutions, both banks and non-banks such as cooperatives.

In Indonesia, the cooperative movement experienced extraordinary ups and downs, there were many cooperatives that closed, so that "life is reluctant to die, it doesn't want to die." Cooperatives that are still operating and surviving with good management will maintain their existence. Cooperatives still exist even though there are many banking institutions in the community, because cooperatives adhere to the principles of mutual

cooperation and kinship (Adityatama & Rohwiyati, 2021). In practice, cooperatives manage various business fields for the benefit of their customers. One of the business fields that can be run by cooperatives is savings and loan cooperatives (KSP) or savings and loan units (USP). Savings and loan activities are a type of business run by cooperatives, involving saving funds from cooperative customers in the form of savings or providing credit, with the aim of collecting funds and distributing them to improve customer welfare.

Customer-oriented marketing, with good management can produce customer satisfaction by fulfilling the customer's needs and desires. Product advantages can be communicated to customers, attract their interest in trying the product, and ultimately provide satisfaction, which makes members or customers loyal to the use of savings and loan products in the cooperative.

The Republic of Indonesia Employee Cooperative (KPRI) Yustisia Malang District Court has savings and loan activities carried out by employees. Savings and loan cooperatives are non-bank institutions whose function is to provide services in the form of savings and loans, which are an important force in supporting community economic activities (Westriningsih, 2018). According to (Ginting & Barus, 2022) savings and loan cooperatives are a category of cooperatives that focus on financial services, collecting funds from their members through savings and deposits, and distributing them using an efficient and responsive process.

From 2019 until now, KPRI Yustisia Malang District Court has faced a significant decline in income. Based on data from the report RAT that the decline in cooperative SHU from 2017 to 2022, KPRI Yustisia in 2017 had an SHU profit of Rp. 86,291,223.81. In 2018, SHU KPRI Yustisia experienced an increase of 45.09% to Rp. 125,202,118.91. In 2019, the SHU of KPRI Yustisia Malang District Court decreased to Rp. 118,152,583.74. In 2020, the cooperative's SHU decreased by 0.75% from last year's SHU to Rp. 117,270,462.54. In 2021, the cooperative's SHU will decrease again to Rp. 93,340,809.67 decreased by 20.41% from last year's SHU. In 2022, the cooperative's SHU will experience a not too significant increase, namely up 0.83% from last year's SHU to Rp. 94,111,741.64. Therefore, the decline in cooperative profits has been proven to result in a decline in cooperative SHU. The decline in cooperative SHU is due to a decrease in customers borrowing. This can be seen in Figure 1. which shows the development of the number of customers or members using savings and loan products from 2017 to 2022 as follows. :



**Figure 1.**

**Data on Total Customers Using Savings and Loans for 2017-2022**

Source: Malang District Court Justisia Cooperative RAT Report 2017-2022 (2023)

Based on Figure 1, it can be identified that customer loyalty of KPRI Yustisia customers who use savings and loan products based on data from the 2017 to 2022 KPRI Yustisia Closed Books (TB) RAT Report is still experiencing fluctuations. In 2021 there was a lack of interest in loan products, reaching 87 members who borrowed that year. In Figure 1, it can also be observed that Tourism and Qurban savings products do not receive a significant response from members. Until 2022, not all members will be involved in utilizing the products that have been developed. The data collected indicates that at the KPRI Yustisia Malang District Court, customer loyalty towards savings and loan products, especially tourist and qurban savings, appears to still be low.

Based on the description above, it is indeed important to carry out research related to the decrease in the number of customers using savings and loan products from KPRI Yustisia Malang District Court, therefore the researchers created the title "The Effect of Savings and Loan Products and Service Quality on Loyalty and the role of Satisfaction as a Moderating Variable (Study on Customer of KPRI Yustisia Malang District Court)".

**2. LITERATURE REVIEW**

**1. Product (X1)**

A product is a form of service organization, which will later be used by consumers according to availability in the market, with a view to achieving goals which has been determined by the organization (Tjiptono, 2019). Products act as the main focus in a marketing strategy, because they are the result of efforts companies that can be introduced to the market and consumed (Meithiana Indrasari, 2019).

**2. Service Quality (X2)**

Service quality is an effort to fulfill consumer needs and desires, accompanied by accuracy in the delivery method, with the aim of meeting customer expectations and satisfaction. Service quality is defined as achieving the fulfillment of customer needs and desires, as well as accuracy in delivery to align with customer expectations (Meithiana Indrasari, 2019).

### 3. Loyalty (Y)

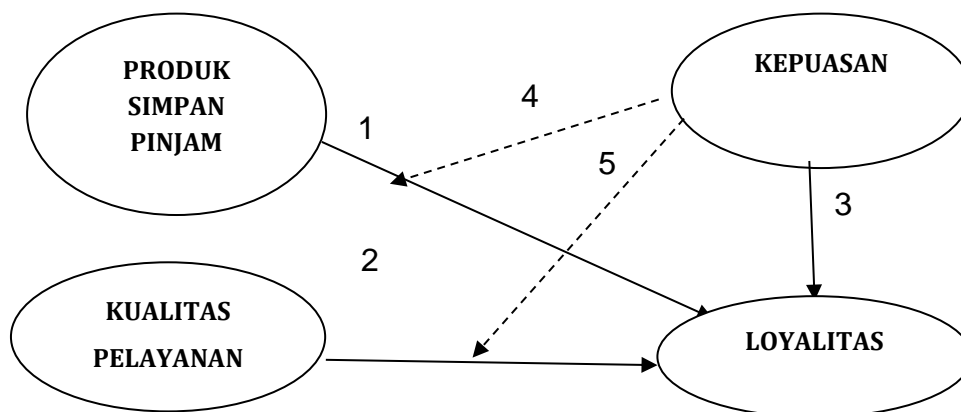
Loyalty is a positive attitude of consumers towards a product or service from a company accompanied by a commitment to sustainably use the product or service from a company, as well as recommending it to other parties (Pratama et al., 2023).

### 4. Customer Satisfaction (M)

Satisfaction is an evaluation of the special attributes or characteristics of a product or service, or even the product itself, which provides a level of satisfaction to consumers in relation to fulfilling consumers' consumptive needs (Nur et al., 2020).

## 3. RESEARCH METHODS

This research adopts a positivist approach with an explanatory research type, in accordance with the research topic and problem formulation that has been proposed. The explanatory approach, as explained by (Singarimbun & Effendi, 2011) aims to explain the relationship between research variables and test hypotheses that have been previously formulated, with a focus on a particular population or sample. The population used in this research was 73 customers. In this research, a sampling technique was used *Non probability Sampling*. This data collection technique is “*Saturated Sampling* (Saturated Sample) or *Census*”. The data collection method is a questionnaire and the data analysis technique uses path analysis (*Path Coefficienten*) by testing the Measurement Model (*Outher Model*) which includes Validity Test, Reliability Test, as well as testing the Structural Model (*Inner Model*). Using research tools *SmartPLS* version 3.0. The conceptual model in this research is as follows:



**Figure 2. Research Conceptual Framework**

Information:

Numbers 1, 2, and 3: Direct Influence

Numbers 4 and 5: Indirect/Moderating Effect

Source:

1. Relationship 1: The influence of savings and loan products on loyalty: (Qomarsyah et al., 2023)

2. Relationship 2: The influence of service quality on loyalty: (Fathullah et al., 2023), (Adityatama & Rohwiyati, 2021), (Qomarsyah et al., 2023), (Musdalifah & Hasan, 2020).
3. Relationship 3: Satisfaction with loyalty: (Ayuningtyas, 2019), (Ellyana et al., 2019), (Qomarsyah et al., 2023), (Heri Setiawan et al., 2016).
4. Relationship 4: The effect of savings and loan products on loyalty is moderated through satisfaction.
5. Relationship 5: The influence of service quality on loyalty is moderated through satisfaction: (Adityatama & Rohwiyati, 2021)

**HYPOTHESIS:**

1. Hypothesis 1 (H1): Savings and loan products can influence customer loyalty at KPRI Yustisia Malang District Court.
2. Hypothesis 2 (H2): Service quality can influence customer loyalty at KPRI Yustisia Malang District Court.
3. Hypothesis 3 (H3): Customer satisfaction can influence customer loyalty at KPRI Yustisia Malang District Court.
4. Hypothesis 4 (H4): Customer satisfaction is able to play a strong moderating role in the influence of savings and loan products on customer loyalty at the KPRI Yustisia Malang District Court.
5. Hypothesis 5 (H5): Customer satisfaction is able to play a strong moderating role in the influence of service quality on customer loyalty at the Malang District Court KPRI Yustisia.

**4. RESULTS AND DISCUSSION**

**RESULTS:**

Data regarding the characteristics of respondents in this study include: 1) based on age; 2) by Gender; 3) based on Last Education; 4) based on position class; 5) based on length of service; and 6) based on work section/unit. The six characteristics of respondents are presented in the table below:

**Table 1.**  
**Characteristics of Respondents Based on Gender**

No.	Gender	Total	Percentage
1	Man	35	48%
2	Woman	38	52%
Total		73	100%

Source: Primary data processed (2024)

Based on table 1, it is known that the majority of respondents were female, namely 38 respondents (52%) and the remainder were male, namely 35 respondents (48%).

**Table 2.**  
**Characteristics of Respondents Based on Age**

No.	Age	Frequency	Percentage
1	20 - ≤ 30 Years	14	19%
2	30 - ≤ 40 Years	12	16%
3	40 - ≤ 50 Years	32	44%
4	> 50 Years	15	21%
Total		73	100%

Source: Primary data processed (2024)

Based on table 2, it is known that the majority of respondents were aged 40 - ≤ 50 years with a total of 32 respondents (44%). Then the next most respondents were aged > 50 years with a total of 15 respondents (21%), those aged 20 - ≤ 30 years with a total of 14 respondents (19%), and those aged 30 - ≤ 40 years with a total of 12 respondents (16%).

**Table 3.**  
**Characteristics of Respondents Based on Last Education**

No.	Last education	Frequency	Percentage
1	SMA/Equal	11	15%
2	Diploma	4	5%
3	Masters S1	42	58%
4	Sarjana S2	15	22%
Total		73	100%

Source: Primary data processed (2024)

Based on table 3, it is known that the largest number of respondents were those with a bachelor's degree education with a total of 42 respondents (58%). Then the next largest number of respondents had postgraduate education with a total of 15 respondents (22%), those with a high school/equivalent education totaled 11 respondents (15%), those with a diploma education totaled 4 respondents (5%).

**Table 4.**  
**Characteristics of Respondents Based on Time as a Customer**

No.	Time to Become a Customer KPRI Yustisia Malang District Court	Frequency	Percentage
1	≤ 1 Year	10	14%
2	> 1 – ≤ 5 years	26	36%
3	> 5 – ≤ 10 years	11	15%
4	> 10 – ≤ 20 years	20	27%
5	> 20 years	6	8%
Total		73	100%

Source: Primary data processed (2024)

Based on table 4, it is known that the largest number of respondents were those who had been users > 1 - ≤ 5 years with a total of 26 respondents (36%). Then the next most respondents were those who had been customers > 10 - ≤ 20 years with a total of 20 respondents (27%), who had been customers > 5 - ≤ 10 years with a total of 11 respondents (15%), who had been customers ≤ 1 year with a total of 10 respondents (14%) and those who have been customers > 20 years totaling 6 respondents (8%).

**Table 5.**  
**Characteristics of Respondents Based on Frequency of Use of Savings and Loan Products As long as you are a customer**

No.	Frequency of Use Savings and Loan Products	Frequency	Percentage
1	1 time	23	32%
2	> 1 - 5 times	17	23%
3	6 - 10 times	9	12%
4	11 - 20 times	13	18%
5	> 20 feet	11	15%
Total		73	100%

Source: Primary data processed (2024)

Based on table 5, it is known that the largest number of respondents were those who had the frequency of using savings and loan products while they were customers of KPRI Yustisia Malang District Court once with a total of 23 respondents (32%). Then the next most respondents were those who had a frequency of using savings and loan products > 1 - 5 times with a total of 17 respondents (23%), who had a frequency of using savings and loan products and 11 - 20 times with a total of 13 respondents (18%), who had a frequency of use of savings and loan products > 20 times with a total of 11 respondents (15%), and those with a frequency of using savings and loan products 6 - 10 times a year amounted to 9 respondents (12%).

## Results of Inferential Statistical Analysis

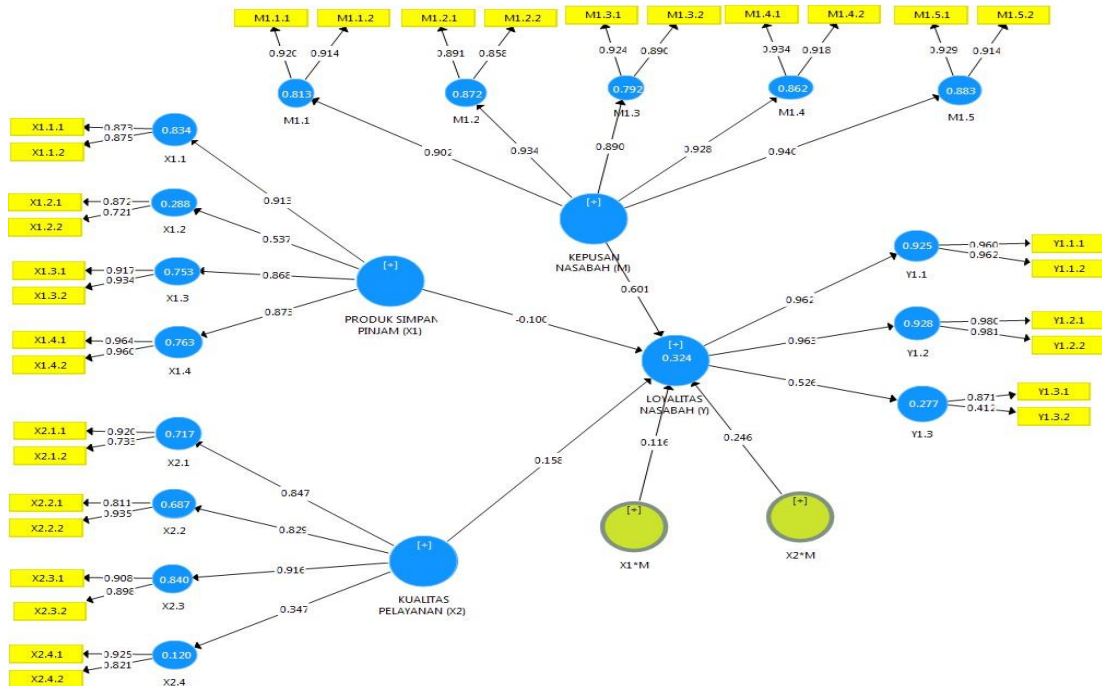
### Outer Model Evaluation Results

Research instrument testing was carried out using a measurement model (*outer model*) to determine the specifics of the relationship between latent variables and manifest variables, this test includes *convergent validity*, *discriminat validity* and *composite reliability* Hair et al (2017).

#### 1. *Convergent Validity*

Testing is carried out with the aim of evaluating convergent validity, which focuses on testing the relationship between indicators and latent variables or related constructs. Within the scope of this research, the importance of factor loading values is manifested with a minimum requirement of 0.70. To reach the required level of significance, the alpha value must be equal to 0.05, and the t-statistic value must

exceed the critical limit of 1.96. Additionally, to ensure adequate convergent validity, the average variance extracted (AVE) value was expected to exceed 0.5.



**Figure 2.**  
**Outer Loading and Path Analysis**

Table 6 presents the results of the outer loading values obtained from the convergent validity test.

**Table 6. Values Outer Loading**

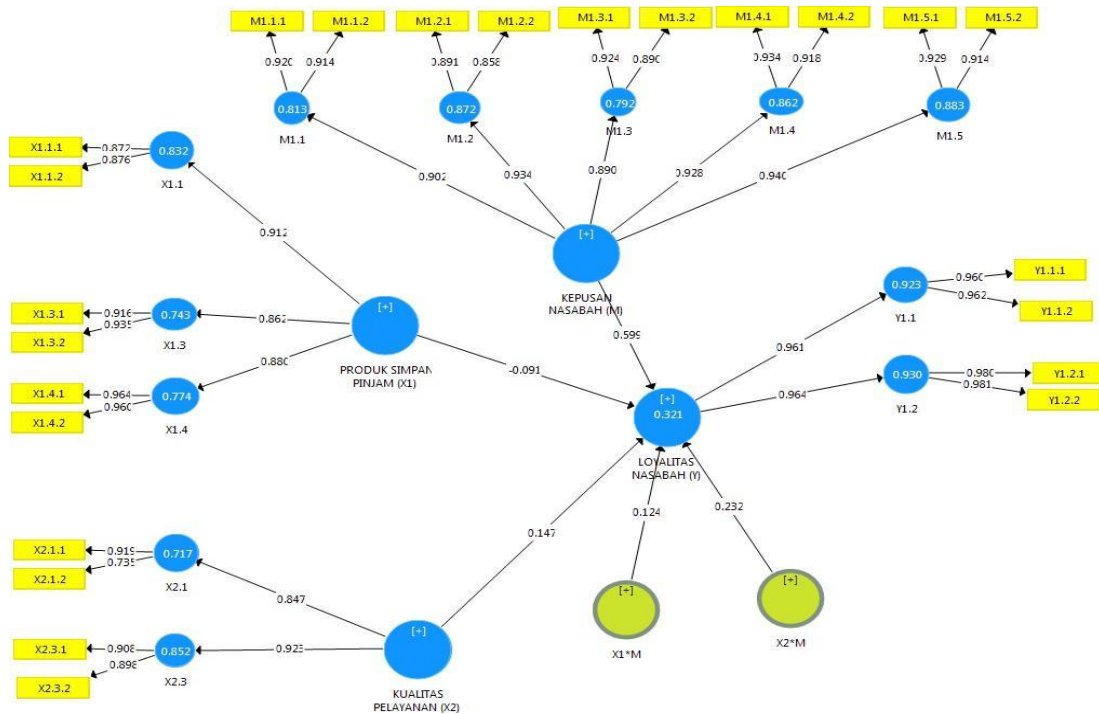
Variable	Notation	Nama Item	Outer Loading	Outer Loading	Information
			(First)	(Second)	
Savings and Loan Products (X1)	X1.1.1	Savings and loan products meet customer expectations	0.834	0.873	Valid
	X1.1.2	Transaction security is guaranteed		0.875	Valid
	X1.2.1	Low loan interest	0.288	0.872	Valid
	X1.2.2	The loan interest should be more lighter again		0.721	Valid
	X1.3.1	Clear information on SHU distribution	0.753	0.917	Valid
	X1.3.2	SHU is distributed transparently		0.934	Valid
	X1.4.1	Fast and efficient process	0.763	0.964	Valid
	X1.4.2	Administration is easy to understand		0.960	Valid
Service Quality (X2)	X2.1.1	Service as promised	0.717	0.920	Valid
	X2.1.2	Service does not differentiate between status		0.733	Valid

Variable	Notation	Nama Item	Outer Loading	Outer Loading	Information
			(First)	(Second)	
	X2.2.1	Special policy for customers who are experiencing financial difficulties	0.687	0.811	Valid
	X2.2.2	Assist in the savings and loan process		0.935	Valid
	X2.3.1	Inform about changes in services	0.84	0.908	Valid
	X2.3.2	Provide comfort during the service process		0.898	Valid
	X2.4.1	The use of the "KPRI Yustisia Malang" application is easy	0.12	0.925	Valid
	X2.4.2	The features in the application make it easier to check savings and loans		0.821	Valid
	<b>Customer Loyalty (Y)</b>	Y1.1.1	Inform other people about positive things	0.925	0.96
Y1.1.2		Delivering the experience of using the product to people other	0.962		Valid
Y1.2.1		Recommend other people to become KPRI Yustisia customers	0.928	0.98	Valid
Y1.2.2		Recommend to people others to use savings and loan products		0.981	Valid
Y1.3.1		Planning to use savings and loan products in the future	0.277	0.871	Valid
Y1.3.2		Reject the offer to use other savings and loan products		0.412	Invalid
<b>Customer Satisfaction (M)</b>	M1.1.1	Maintain the security of customer funds	0.813	0.920	Valid
	M1.1.2	Guarantee the confidentiality of customer personal data		0.914	Valid
	M1.2.1	Respond quickly to customer questions	0.872	0.891	Valid
	M1.2.2	Responding to special needs or requests from customers		0.858	Valid
	M1.3.1	Building customer trust	0.792	0.924	Valid

Source: Questionnaire data processed, 2024

In accordance with previously established provisions, it was decided that indicators showing a value of less than 0.7 would be eliminated. In the initial stage, a number of indicators, such as X1.2, Y1.3, and X1.4, were deleted by researchers because they had a loading factor value of <0.7. This elimination action was taken as

a critical step in improving the model. After this elimination process, further testing using the Partial Least Squares (PLS) algorithm was continued. Details regarding the final value of outer loading can be found in the illustration attached to the following image, which reflects the results of improvements and improvements to the diagram.



Source: Questionnaire data processed, 2024

**Figure 3.**  
**Outer Loading and Path Analysis after the first elimination**

This table presents the results of the outer loading values obtained from the convergent validity test:

**Table 7 Values Outer Loading**

Variable	Notation	Nama Item	Outer Loading (First)	Outer Loading (Second)	Information
Savings and Loan Products (X1)	X1.1.1	Savings and loan products meet expectations Customer	0.834	0.873	Valid
	X1.1.2	Transaction security is guaranteed		0.875	Valid
	X1.3.1	Clear information regarding SHU distribution	0.753	0.917	Valid
	X1.3.2	SHU is distributed transparently		0.934	Valid
	X1.4.1	Fast and efficient process	0.763	0.964	Valid
	X1.4.2	Administration is easy		0.960	Valid

Variable	Notation	Nama Item	Outer Loading (First)	Outer Loading (Second)	Information
		to understand			
<b>Service Quality (X2)</b>	X2.1.1	Service as promised	0.717	0.920	<b>Valid</b>
	X2.1.2	Service does not differentiate between status		0.733	<b>Valid</b>
	X2.3.1	Inform regarding changes in service	0.840	0.908	<b>Valid</b>
	X2.3.2	Provide comfort during the service process		0.898	<b>Valid</b>
<b>Customer Loyalty (Y)</b>	Y1.1.1	Inform other people about positive things	0.925	0.960	<b>Valid</b>
	Y1.1.2	Deliver the experience use the product on other people		0.962	<b>Valid</b>
	Y1.2.1	Recommend others to become a KPRI Yustisia customer	0.928	0.980	<b>Valid</b>
	Y1.2.2	Recommend to others to use savings and loan products		0.981	<b>Valid</b>
<b>Customer Satisfaction (M)</b>	M1.1.1	Maintain the security of customer funds	0.813	0.920	<b>Valid</b>
	M1.1.2	Guarantee the confidentiality of personal data Customer		0.914	<b>Valid</b>
	M1.2.1	Respond quickly to customer questions	0.872	0.891	<b>Valid</b>
	M1.2.2	Responding to needs or requests especially from customers		0.858	<b>Valid</b>
	M1.3.1	Management builds trust Customer	0.792	0.924	<b>Valid</b>
	M1.3.2	Management meets customer expectations		0.890	<b>Valid</b>
	M1.4.1	Management is easy to contact	0.862	0.934	<b>Valid</b>
	M1.4.2	Managers make contact good communication, personal attention, and understanding customer needs.		0.918	<b>Valid</b>
M1.5.1	Transparency in explaining the rules and regulations for savings and loans	0.883	0.929	<b>Valid</b>	

Variable	Notation	Nama Item	Outer Loading (First)	Outer Loading (Second)	Information
	<b>M1.5.2</b>	<b>Facilities look good and adequate</b>		<b>0.914</b>	<b>Valid</b>

Source: Questionnaire data processed, 2024

Based on table 7, almost all outer loading values have values above 0.70. So this research has met the requirements for convergent validity.

## 2) *Discriminat Validity*

The main goal of discriminant validity assessment is to measure the extent to which latent constructs differ from each other can be identified. To carry out this assessment, a comparison is made between the AVE Root coefficient (AVE or Square Root of Avere Variance Extracted) and the correlation between constructs. If the  $\sqrt{AVE}$  value is greater than the correlation between variables in the research model framework, and the AVE value exceeds the threshold of 0.60, then the variable is considered to meet the validity criteria. The results of the discriminant validity analysis, documented in the relevant tables, detail the use of the Fornell-Larcker criteria in evaluating confirmation of discriminant validity.

**Table 8.**  
**Test Discriminant Validity-Fornell Larcker Criteria**

	X1	X2	AND	M	X1*M	X2*M
<b>Save Products Borrow_X1</b>	0.814					
<b>Service Quality_X2</b>	0.86	0.843				
<b>Customer Loyalty_Y</b>	0.725	0.432	0.934			
<b>Customer Satisfaction_M</b>	0.725	0.799	0.509	0.835		
<b>X1*M</b>	-0.492	-0.42	-0.013	-0.395	1000	
<b>X2*M</b>	<b>-0.450</b>	<b>-0.397</b>	<b>-0.085</b>	<b>-0.548</b>	<b>0.734</b>	<b>1000</b>

Source: Questionnaire data processed, 2024

The attached table 8 shows that all the Square Root Avere Variance Extracted ( $\sqrt{AVE}$ ) values for each construct consistently exceed the magnitude of the correlation between the measured latent variables. In addition, all Average Variance Extracted (AVE) values for this construct show numbers that exceed the threshold of 0.60. Thus, it can be concluded that the constructs contained in this research meet the criteria for discriminant validity, as measured by the evaluation framework *Fornell-Larcker*.

## 3) *Composite Reliability and Cronbach Alpha*

The next test is *Composite reliability* and *Cronbach Alpha* from the indicator block that measures the construct. A measurement is considered adequate when the value *Composite Reliability* and *Cronbach Alpha* surpasses The minimum threshold is 0.70. The following are the results of measuring reliability through the method *Composite Reliability* and *Cronbach Alpha* at this level of analysis.:

**Table 9.**  
**Mark Composite Reliability and Cronbach Alpha**

	<b>Cronbach Alpha</b>	<b>Composite Reliability</b>
<b>Savings and Loan Products_X1</b>	0.897	<b>0.921</b>
<b>Service Quality_X2</b>	0.865	<b>0.908</b>
<b>Customer Loyalty_Y</b>	0.951	<b>0.965</b>
<b>Customer Satisfaction_M</b>	<b>0.951</b>	<b>0.958</b>

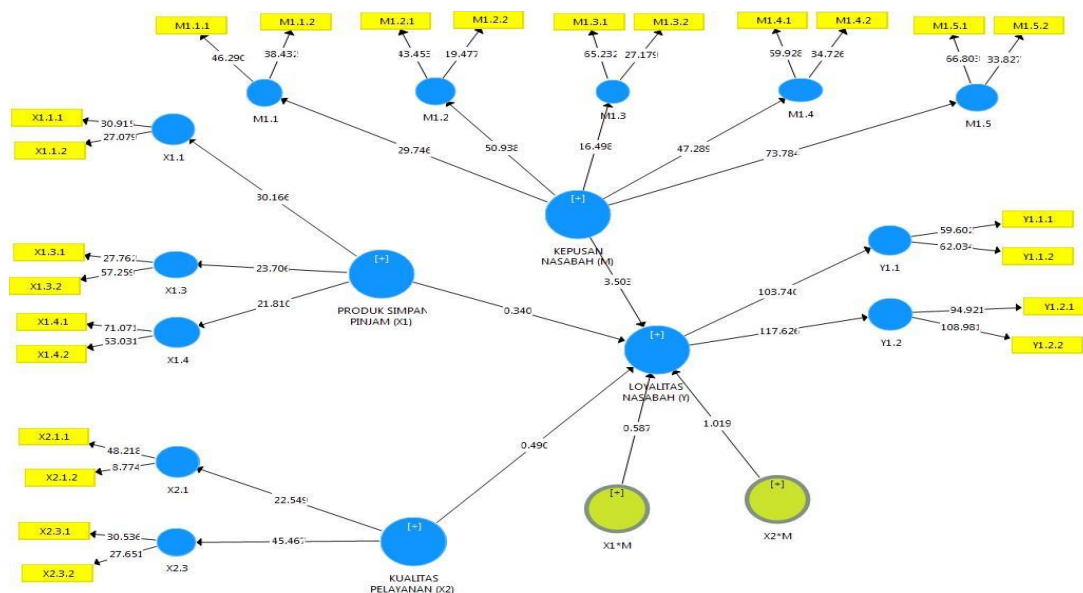
Source: Questionnaire data processed, 2024

Based on table 9, it can be seen that all Composite Reliability and Cronbach Alpha values for each construct consistently exceed the threshold value of 0.70. In conclusion, it can be suggested that all constructs in this study meet the established reliability standards.

**Structural Model Test Results (Inner Model)**

Structural model testing, also known as *inner model*, aims to predict the influence between latent variables or variables that cannot be measured directly. In evaluating the effectiveness of structural models, several approaches are used, including the use of determinant coefficients (R-Square or R<sup>2</sup>) and Predictive Relevance (Q-Square or Q<sup>2</sup>). Information regarding results

The calculation of significant tests or bootstrapping can be accessed through the image presented below.



Source: Questionnaire data processed, 2024

**Figure 4.**  
**Significant Test or Bootstrapping**

**1. Structural Model Evaluation via R-Square (R<sup>2</sup>)**

The R-square test is used as an evaluation method to assess the performance of the regression model in predicting the value of the dependent

variable. The R-square value indicates the extent to which variations in the dependent variable can be explained by the model, ranging from zero to one. This concept is in accordance with the view of (Hair Jr. et al., 2017), where an R-square value of 0.75 is considered an indicator of the strength of the model, a value of 0.50 is considered moderate, and a value of 0.25 is considered a weakness of the model. In the context of this research, the following are the results of obtaining R-square values that are relevant for this analysis:

**Table 10.**  
**Value of the Determinant Coefficient or R-Square (R<sup>2</sup>)**

Variable	R Square
Savings and Loan Products_X1	-
Service Quality_X2	-
Customer Satisfaction_M	-
Customer Loyalty_Y	0.321

Source: Questionnaire data processed, 2024

From table 10 it can be seen that the dependent variable Customer Loyalty has a coefficient of determination (R-Square) of 0.321. This shows that this research model has low explanatory power, because only 32.1% of the Customer Loyalty variable is influenced by the Savings and Loan Product variables, Service Quality and Customer Satisfaction. Meanwhile, 67.9% of other factors were not included in this research model.

## 2. Structural Model Evaluation via Q-Square Predictive Relevance (Q<sup>2</sup>)

Apart from evaluating value *R-Square*, evaluation of the PLS structural model can also be carried out through Q<sup>2</sup> (*Q-Square* or *predictive relevance* or often referred to as *predictive sample reuse*) developed by Stone (1974) and Geisser (1975). Indications of a weak, moderate or strong model can be seen from the Q<sup>2</sup> values which are in the range of 0.02, 0.15 and 0.35.

**Table 11.**  
**Predictive Relevance (Q<sup>2</sup>)**

Variable	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Savings and Loan Products (X1)	438.000	438.000	0.000
Service Quality (X2)	292.000	292.000	0.000
Customer Satisfaction (M)	730.000	730.000	0.000
Customer Loyalty (Y)	292.000	232.076	0.205

Source: Questionnaire (Processed, 2024)

Table 11 shows that the Q value<sup>2</sup> the endogenous construct of Loyalty (Y) is greater than 0 (0.205 > 0). This shows that the model has accurate predictive relevance.

### 3. Evaluation of Structural Models via Goodness of Fit (GoF)

*Goodness of Fit* carried out to evaluate the extent to which the regression function in the sample is able to accurately predict actual values, in accordance with the conceptual framework outlined by (Ghozali & Latan, 2015). Measurement scale range *goodness of fit* ranges from 0 to 1. When the value is close to 0, this indicates that the model has a low level of accuracy, while a value close to 1 reflects a high level of accuracy. By referring to this context, (Ghozali & Latan, 2015) classifies values *goodness of fit*, namely 0.10 as a small match level, 0.25 as a medium match level, and 0.36 as a large match level.

**Table 12.**  
**Evaluation Goodness of Fit (GoF)**

Variable	R Square	Communality
Savings and Loan Products_X1	-	0,662
Service Quality_X2	-	0,711
Customer Satisfaction_M	-	0,697
Customer Loyalty_Y	0,321	0,873
<b>Rate-Rata</b>	<b>0,321</b>	<b>0,735</b>

Source: Questionnaire data processed, 2024

By referring to Table 12, goodness of fit calculations can be carried out using the following steps:

$$\begin{aligned}
 GoF &= \sqrt{Com \times R^2} \\
 &= \sqrt{0,321 \times 0,735} \\
 &= 0.485
 \end{aligned}$$

Based on the calculations, it can be concluded that overall, the structural model applied in this research shows high predictive ability. This indicates that the model is able to provide an adequate explanation of the empirical data well.

### Hypothesis Test Results

Within the framework of this research, hypothesis testing is carried out through evaluating P-Values. The hypothesis is considered accepted if the P-Values < 0.05, in line with the methodology proposed by Yamin & Kurniawan (2011). The following are the hypothesis test results collected from the path coefficient analysis documented in the SmartPLS output:

**Table 13.**  
**Path Coefficients**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistic (I/STDEVI A )</b>	<b>P Values</b>
<b>Savings and Loans Products_X1 → Loyalty Customer_Y</b>	-0.091	-0.0102	0.267	0.340	<b>0.735</b>
<b>Service Quality_X2 → Customer Loyalty_Y</b>	0.147	0.166	0.301	0.490	<b>0.626</b>
<b>Customer Satisfaction_M → Customer Loyalty_Y</b>	0.559	0.604	0.171	3.503	<b>0.001</b>
<b>X1*M → Loyalty Customer_Y</b>	0.124	0.164	0.211	0.587	<b>0.559</b>
<b>X2*M → Loyalty Customer_Y</b>	<b>0.232</b>	<b>0.23</b>	<b>0.227</b>	<b>1.019</b>	<b>0.311</b>

Source: Questionnaire data processed, 2024

By referring to the data listed in Table 13, a description of the results of the hypothesis test can be described as follows:

a) Hypothesis 1

H0:  $\gamma_i \leq 0$ , It is suspected that savings and loan products cannot influence customer loyalty at the KPRI Yustisia Malang District Court.

H1:  $\gamma_i \neq 0$ , It is suspected that savings and loan products can influence the loyalty of KPRI Yustisia Malang District Court customers.

Hypothesis 1 in this research states that "Savings and loan products are thought to have no influence on Customer Loyalty of KPRI Yustisia Malang District Court". After analysis, a value is obtained *T-Statistics* which is smaller than 1.96 ( $0.340 < 1.96$ ) and value *P-Values*  $> 0.05$  ( $0.735 > 0.05$ ). Based on these two criteria, the hypothesis is rejected, which means that savings and loan products have no influence on the Loyalty of KPRI Yustisia Malang District Court.

b) Hypothesis 2

H0:  $\gamma_i \leq 0$ , It is suspected that service quality cannot significantly influence customer loyalty at the KPRI Yustisia Malang District Court.

H1:  $\gamma_i \neq 0$ , It is suspected that service quality can influence and significantly influence the loyalty of KPRI Yustisia Malang District Court customers

Hypothesis 2 in this research states that "Service quality is thought to have no influence on KPRI Yustisia Customer Loyalty". After analysis, a value is obtained *T-Statistics* which is smaller than 1.96 ( $0.490 < 1.96$ ) and value *P-Values*  $> 0.05$  ( $0.625 > 0.05$ ). Based on these two criteria, the hypothesis must be rejected, which means that service quality has no influence on customer loyalty at the KPRI Yustisia Malang District Court.

c) Hypothesis 3

H0:  $\gamma_i \leq 0$ , It is suspected that customer satisfaction cannot significantly influence customer loyalty at the KPRI Yustisia Malang District Court.

H1:  $\gamma_i \neq 0$ , It is suspected that customer satisfaction can influence and significantly influence customer loyalty at the KPRI Yustisia Malang District Court.

Hypothesis 3 in this research states that "Customer satisfaction is thought to influence customer loyalty at the KPRI Yustisia Malang District Court". After analysis, a value is obtained *T-Statistics* which is greater than 1.96 ( $3.503 > 1.96$ ) and value *P-Values*  $< 0.05$  ( $0.001 < 0.05$ ). This shows that H1 is accepted and H0 is rejected. Based on these two criteria, the hypothesis is accepted, which means that Customer Satisfaction has an influence on Customer Loyalty of the KPRI Yustisia Malang District Court.

d) Hypothesis 4

H0:  $\gamma_i \leq 0$ , It is suspected that customer satisfaction cannot moderate the influence of savings and loan products on customer loyalty at the KPRI Yustisia Malang District Court.

H1:  $\gamma_i \neq 0$ , It is suspected that customer satisfaction can moderate the influence of savings and loan products on customer loyalty at the KPRI Yustisia Malang District Court.

Hypothesis 4 in this research states that "It is suspected that customer satisfaction cannot moderate the influence of savings and loan products on KPRI Yustisia customer loyalty". Based on the analysis, a value is obtained *T-Statistics* which is smaller than 1.96 ( $0.587 < 1.96$ ) and value *P-Values*  $> 0.05$  ( $0.559 > 0.05$ ). Based on these two criteria, hypothesis 4 cannot be accepted. This indicates that customer satisfaction does not have the ability to act as a moderating variable on the effect of Savings and Loans Products on Loyalty of KPRI Yustisia Malang District Court.

e) Hypothesis 5

H0:  $\gamma_i \leq 0$ , It is suspected that customer satisfaction cannot moderate the influence of service quality on customer loyalty at the KPRI Yustisia Malang District Court.

H1:  $\gamma_i \neq 0$ , It is suspected that customer satisfaction can moderate the influence of service quality on customer loyalty at the KPRI Yustisia Malang District Court.

Hypothesis 5 in this research states that "It is suspected that customer satisfaction cannot moderate the influence of service quality on KPRI Yustisia customer loyalty". Based on the analysis, a value is obtained *T-Statistics* which is smaller than 1.96 ( $1.019 < 1.96$ ) and value *P-Values*  $> 0.05$  ( $0.311 > 0.05$ ). Based on these two criteria, hypothesis 5 cannot be accepted. Based on these two criteria, hypothesis 5 cannot be accepted. This indicates that Customer

Satisfaction does not have the ability to act as a moderating variable on the influence of Service Quality on Customer Loyalty of the KPRI Yustisia Malang District Court.

To see the results of the hypothesis testing above more clearly, they can be summarized in Table 14 below.

**Table 14. Summary of Hypothesis Test Results**

<b>Hypothesis</b>	<b>Hypothesis Statement</b>	<b>Conclusion</b>
<b>H1</b>	Savings and loan products can influence the loyalty of KPRI Yustisia Malang District Court customers.	<b>Rejected</b>
<b>H2</b>	Service quality can influence the loyalty of KPRI Yustisia Malang District Court customers.	<b>Rejected</b>
<b>H3</b>	Customer satisfaction can influence customer loyalty at KPRI Yustisia Malang District Court	<b>Accepted</b>
<b>H4</b>	Customer satisfaction is able to play a strong moderating role in the influence of savings and loan products on customer loyalty at the KPRI Yustisia Malang District Court.	<b>Rejected</b>
<b>H5</b>	Customer satisfaction is able to play a strong moderating role in the influence of service quality on customer loyalty at the KPRI Yustisia Malang District Court.	<b>Rejected</b>

Source: Questionnaire (Processed, 2024)

Based on the data in Table 14 above, it can be seen that of the 5 hypotheses proposed in this research, only one hypothesis can be accepted, namely, Customer satisfaction can influence customer loyalty at KPRI Yustisia Malang District Court because it shows value. *t-statistics* greater than 1.96, and value *p-values* smaller than 0.05.

### **Effect Size ( $f^2$ )**

After knowing the significance of the relationship between variables (Table 14), analysis is also needed to see how large the effect size of the relationship between variables is. In PLS, assessing the effect size between these variables is done by *Effect Size* or  $f^2$  (*f-square*).

**Table 15.  
Effect Size ( $f^2$ )**

<b>Variable</b>	<b><math>f^2</math></b>
<b>Savings and Loan Products (X1)</b>	<b>0.003</b>
<b>Service Quality (X2)</b>	<b>0.006</b>
<b>Satisfaction (M)</b>	<b>0.144</b>
<b>Satisfaction (M) x Savings and Loan Products (X1)</b>	<b>0.007</b>

Variable	f <sup>2</sup>
Satisfaction (M) x Service Quality (X <sup>2</sup> )	0.017

Source: Primary data processed (2022)

Table 15 shows the effect sizes between variables which are explained as follows:

- 1) Service Quality on Loyalty is 0.003, which means it has a small influence because it is above the value of 0.02.
- 2) Service Quality on Loyalty is 0.006, which means it has a small influence because it is above the value of 0.02.
- 3) Satisfaction with Loyalty is 0.144, which means it has a small influence because it is above the value of 0.02.
- 4) The moderating effect of Satisfaction on the influence of Savings and Loan Products on Loyalty is 0.007, which means it has a small influence because it is above the value of 0.02.
- 5) The moderating effect of Satisfaction on the influence of Service Quality on Loyalty is 0.017, which means it has a small influence because it is above the value of 0.02.

### **Moderation Classification**

The final stage in data processing and analysis carried out by researchers is to identify moderation classifications, which can be explained as follows:

#### **1. The Effect of Savings and Loan Products on Loyalty Moderated by Satisfaction.**

From Table 13 it is known that Savings and Loans Products do not directly have a significant effect on Loyalty. Likewise, Satisfaction plays a moderating role in the influence of Savings and Loan Products on Loyalty. Thus it can be said that the Satisfaction variable is classified as *Homologizer Moderator* (Potential Moderation). *Homologizer Moderator* (potential moderation) is a variable that does not moderate the relationship between the independent variable and the dependent variable.

#### **2. The Effect of Service Quality on Loyalty Moderated by Satisfaction.**

From Table 13 it is known that Service Quality does not directly have a significant effect on Loyalty. Likewise, satisfaction plays a moderating role in the influence of service quality on loyalty. Thus it can be said that the Satisfaction variable is classified as *Homologizer Moderator* (Potential Moderation). *Homologizer Moderator* (potential moderation) is a variable that does not moderate the relationship between the independent variable and the dependent variable.

## **DISCUSSION :**

### **BETWEEN VARIABLES:**

#### **1. The Influence of Savings and Loan Products on Customer Loyalty**

The results of the hypothesis test showed that the effect of savings and loan products on customer loyalty at the KPRI Yustisia Malang District Court, it was decided that savings and loan products had no effect on customer loyalty. Although based on the results of this research, savings and loan products have good results, they have no effect on customer loyalty at the KPRI Yustisia Malang District Court. This contradicts the results of research by (Qomarsyah et al., 2023) which states that product quality has a significant effect on customer loyalty.

## **2. The Influence of Service Quality on Customer Loyalty**

The results of the hypothesis test show that service quality has no effect on customer loyalty at the KPRI Yustisia Malang District Court. Although based on the results of this research, service quality has good results, it has no effect on customer loyalty at the KPRI Yustisia Malang District Court. This contradicts the results of previous research by (Sutrisno et al., 2017), (Fathullah et al., 2023), (Adityatama & Rohwiyati, 2021), and (Ayuningtyas, 2019) which stated that service quality has a significant effect on customer loyalty. .

## **3. The Influence of Customer Satisfaction on Customer Loyalty**

The results of this research show the third hypothesis regarding the influence of customer satisfaction on customer loyalty at KPRI Yustisia Malang District Court. It was decided that customer satisfaction influences customer loyalty at KPRI Yustisia Malang District Court. However, this research contradicts the results of previous research (Qomarsyah et al., 2023) which stated that customer satisfaction has no influence on customer loyalty.

## **4. The Effect of Savings and Loan Products on Customer Loyalty which is Moderated by Customer Satisfaction**

The results of this research show the fourth hypothesis regarding the influence of savings and loan products on customer loyalty and the role of customer satisfaction as a moderating variable at KPRI Yustisia Malang District Court. Malang Country.

From the results of the previous analysis, it is also known that savings and loan products have no direct effect on customer loyalty. Customer satisfaction does not moderate savings and loan products on customer loyalty. Thus it can be said that the customer satisfaction variable is classified as *as a director* (potential moderator). *Hologizer moderator* (potential moderator), is a variable that does not moderate the relationship between the independent variable and the dependent variable.

## **5. The Effect of Service Quality on Customer Loyalty Moderated by Customer Satisfaction**

The results of this research show the fifth hypothesis regarding the influence of service quality on customer loyalty and the role of customer satisfaction as a moderating variable at KPRI Yustisia Malang District Court. Poor.

From the results of the previous analysis, it is also known that service quality does not directly influence customer loyalty. Customer satisfaction does not moderate savings and loan products on customer loyalty. Thus it can be said that the customer satisfaction variable is classified as *as a director* (potential moderator). *Hologizer moderator* (potential moderator), is a variable that does not moderate the relationship between the independent variable and the dependent variable.

## 5. CONCLUSION

Based on research conducted on KPRI Yustisia Malang District Court customers, the conclusions obtained are as follows:

1. Savings and Loans products at KPRI Yustisia Malang District Court have not been able to influence customer loyalty at KPRI Yustisia Malang District Court. This is because the results of research on the actual conditions of KPRI Yustisia Malang District Court customers felt that the information regarding SHU distribution was not clear and transparent. This lack of clarity creates distrust among customers, which ultimately reduces customer loyalty at KPRI Yustisia Malang District Court
2. The quality of service at KPRI Yustisia Malang District Court has not been able to influence customer loyalty at KPRI Yustisia Malang District Court. This is because the results of research on the actual conditions of KPRI Yustisia Malang District Court customers felt that the management lacked awareness in helping customers who needed assistance in the savings and loan process. Even though there is a savings and loan application that is expected to make the process easier, the application often has errors, so it does not meet the expectations of KPRI Yustisia Malang District Court customers.
3. Customer satisfaction has a significant effect on customer loyalty at KPRI Yustisia Malang District Court. These results show that better customer satisfaction can increase customer loyalty. This is because customers are satisfied with the experience of using savings and loan products at KPRI Yustisia Malang District Court, which then informs, invites and recommends other customers to use savings and loan products at KPRI Yustisia Malang District Court.
4. Savings and loan products have not been able to influence customer loyalty which is moderated by customer satisfaction. This is because customers are not necessarily loyal to KPRI Yustisia Malang District Court with savings and loan products which are influenced by customer satisfaction because by maintaining the security of customer funds, guaranteeing confidentiality of customer personal data and transparency in explaining the terms of savings and loans so that it can increase customer satisfaction with KPRI Yustisia Malang District Court
5. Service quality has not been able to influence customer loyalty which is moderated by customer satisfaction. This is because customers are not necessarily loyal to KPRI Yustisia Malang District Court with service quality being influenced by customer satisfaction because by improving service quality in the awareness of

helping customers who need assistance in the savings and loan process can increase customer satisfaction with KPRI Yustisia Malang District Court.

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