

# The Influence of Service Quality and Trust on Mediated Loyalty Customer Satisfaction

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## Abstract

This study aims to determine the influence of service quality and trust on customer loyalty, mediated by customer satisfaction. The study was conducted on customers of Pedis Care in Malang City. The population in this study consists of all customers who have used Pedis Care's services during the year 2023. The sampling technique used was total sampling, with a total of 76 respondents. Data collection was carried out through the distribution of questionnaires, and the data obtained were processed using Smart Partial Least Square (PLS) software. The results of the study indicate that service quality and trust have a positive and significant effect on customer satisfaction. Additionally, customer satisfaction positively and significantly influences customer loyalty. Furthermore, customer satisfaction is proven to mediate the effect of service quality and trust on customer loyalty. Therefore, it can be concluded that improving service quality and customer trust at Pedis Care can indirectly increase customer loyalty through enhanced customer satisfaction.



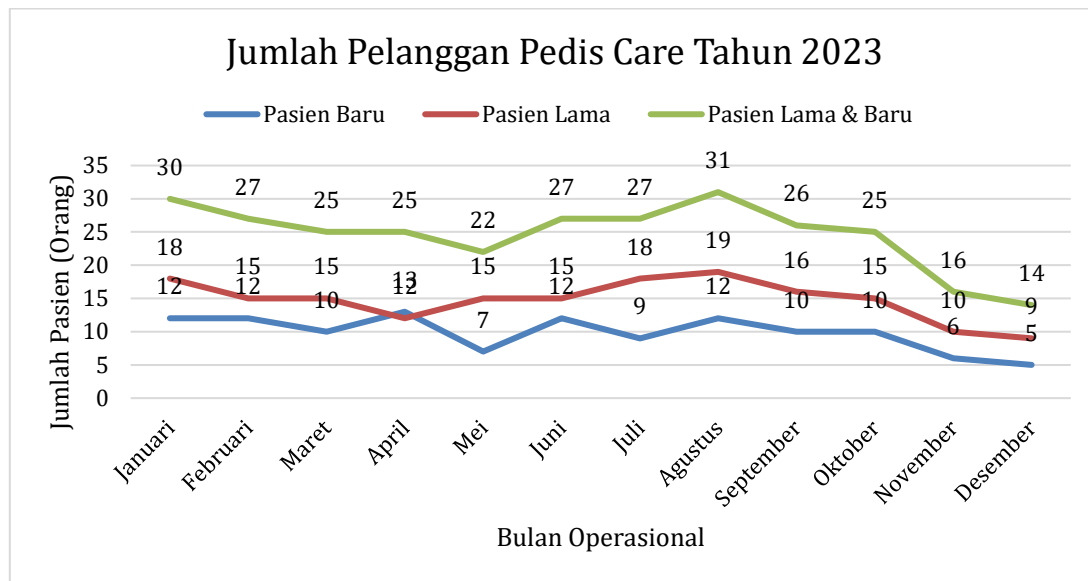
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## 1. INTRODUCTION

In the modern era of free trade, every company faces rapid and tight competition. Every company, whether it is a company operating in the field of trade in goods or trade in services, competes to be able to become a company that excels in this competition. For this reason, various company strategies and policies must always be made effective. Strategies and policies that can help companies build good relationships with each customer are a big step in advancing the company.

Customer loyalty is a crucial aspect in business development and progress, especially in the service sector. Kotler and Keller (2016) define customer loyalty as a strong level of loyalty where customers always buy a particular brand, ignoring situational factors and marketing efforts from competitors. Kotler emphasizes that this loyalty is not just about repeat purchases, but also about a customer's strong preference for a brand, often reflected through word-of-mouth recommendations. Thus, customer loyalty not only guarantees sustainable revenue, but also acts as a catalyst for organic growth and long-term stability of the company.

Pedis Care is one of the service companies which is a wound care clinic in Malang City, which to date has so many customers as a result of its dedication to quality service, and its ability to be trusted by its service users, so that Pedis Care can provide satisfaction to every customer, which has an impact on strong customer loyalty to Pedis Care. Pedis Care Malang City continues to provide good quality service, so that many consumers have become loyal customers of the products and services provided by Pedis Care. The following customer data from Pedis Care Malang from time to time, can be seen in the graph below:



Source: Pedis Care Management, 2023

**Figure1.** Number of Pedis Care Customers in Malang City in 2023

Based on figure 1. above, it can be seen that Pedis Care Malang City has customers that fluctuate from time to time. The highest number of customers was shown in August. This shows a change in the level of loyalty of Pedis Care Malang City customers. If Pedis Care is able to pay good attention to factors that can create customer loyalty, such as providing good quality service and maintaining customer trust in every service, it does not rule out the possibility that Pedis Care can develop rapidly.

Customer satisfaction has a significant role in creating customer loyalty in providing business development and progress. According to Kotler & Keller (2016) consumer satisfaction or dissatisfaction will influence consumer behavior. When customers are satisfied with the service they receive, this increases their trust in the brand or service provider. This satisfaction is not only a result of high-quality service, but also strengthens the customer's relationship with the brand, ultimately influencing their loyalty levels. Therefore, customer satisfaction can be seen as an aspect that can strengthen customer loyalty.

According to Fadhila & Diansyah (2018), customer satisfaction arises from the learning process that occurs in consumers. As individuals who have the capacity to learn, consumers tend to pay attention and draw lessons from their previous experiences to

shape future decisions. Thus, if a consumer is satisfied with the product or service he received, he will tend to repeat the same experience. However, if consumers are dissatisfied with the product or service they receive, they learn to avoid the same disappointment by no longer using the product or service.

One of the key factors that can create customer loyalty is service quality. High-quality service creates a positive experience for customers, increases their satisfaction, and reduces the likelihood of switching to a competitor. Kotler explains that service quality is a work process in improving and maintaining continuous quality improvement from the production process to the services produced by the company (Panjaitan & Yuliati, 2016). When customers feel valued and get solutions to their needs, this not only increases their trust in the brand, but also encourages repeat purchases and positive recommendations, both of which are key indicators of customer loyalty (Rangkuti, 2017).

According to Haryanti & Baqi (2019) added that in the service business, service quality plays a very important role. This is because in service delivery, the customer experience during the service process becomes an integral part of what they buy. Good service quality creates positive experiences, increases customer satisfaction, and builds trust. This, in turn, can increase customer loyalty. Factors such as responsiveness, reliability, empathy, and personalization aspects of service contribute directly to customers' perceptions of the total value and quality of the service they receive.

Customer trust is another important factor that can encourage customer loyalty. Gultom et al. (2024) define trust as an individual's willingness to depend on other parties involved in an exchange. This trust develops from the customer's belief that the company will act in a manner that is reliable, fair, and has the customer's best interests at heart. When customers trust a brand, they are more likely to continue interacting with the brand, make positive recommendations, and are less sensitive to offers from competitors. This trust, therefore, is an important foundation in building a long-term relationship that is beneficial for both parties.

Fadhila & Diansyah (2018) Customer trust in service companies is an emotional reaction that is formed based on how well the product or service provided meets their expectations. This belief develops from how harmonious their expectations are with the reality they experience. If a customer expects a certain level of service and finds that the service he receives exceeds those expectations, while continuing to utilize that product or service, then it can be said that the customer has trust. Meanwhile, if the service received matches what was expected, the customer will feel satisfied. However, if the service received is below expectations, customers will feel dissatisfied and lose trust.

The influence of service quality and customer trust on customer loyalty through customer satisfaction as an intervening variable has often been carried out by previous researchers. Putra (2016) has conducted research regarding the influence of service quality and customer trust on customer loyalty through trust in Reborn Adventure Camping Gears Rental, finding research results that customer satisfaction is able to mediate the influence of service quality and customer trust on customer loyalty. However, on the other hand, research conducted by Rahayu & Saryanti (2014) which examined the influence of service quality on loyalty, through customer satisfaction at BPR

BKK Boyolali, found that customer satisfaction was unable to mediate the influence of service quality on customer loyalty.

Kotler and Keller (2007) reveal that service quality has a significant impact on customer satisfaction, which can then increase their desire to buy or reuse a product. This means that the higher the quality of service accompanied by high consumer satisfaction, the stronger consumer loyalty to the product will be. Saputra, (2013) emphasized that companies need to continue to strive to improve the quality of their services. They argue that improving service quality will directly increase customer satisfaction, which in turn will have a positive impact on customer loyalty.

It is understood that paying attention to customer loyalty is important for an organization, whether profit-oriented or public service-oriented because it can have an adverse impact on the organization in the future.

The results of carrying out this research can be used as a company evaluation of its customers. Pedis Care can develop a strategic approach to customers to continue to create and maintain loyalty from its customers. Pedis Care can evaluate how good the quality of service and customer trust that has existed so far, and with it how good customer satisfaction has been formed among its customers, so that with these parameters, Pedis Care can determine what steps can be taken to make development and progress in his company.

## **2. LITERATURE REVIEW**

### **Service Quality (X1)**

Service quality reflects the comparison between the level of service delivered by the company compared to customer expectations. Service quality is realized through fulfilling customer needs and desires as well as the accuracy of delivery in matching or exceeding customer expectations (Tjiptono, 2008). The following are indicators of service quality according to Lupiyoadi (2013):

- a. Physical (Tangible) evidence
- b. Empathy (Empathy)
- c. Responsiveness (Responsiveness)
- d. Reliability
- e. Guarantees and certainty (Assurance)

### **Customer Trust (X2)**

Customer trust is built through ongoing interactions and consistent positive experiences with a company. Kasinem (2021) states that trust indicators consist of 3 components, namely:

- a. Perception of Integrity (Integrity)
- b. Perception of Kindness (Benevolence)
- c. Perception of Competence (Competence)

### **Customer Satisfaction (Z)**

Customer satisfaction is both positive and negative feelings perceived by customers compared to what customers spend. Indicators of customer satisfaction according to Nastiti & Astuti (2019) are:

- a. Intention to share experiences
- b. No customer complaints
- c. Happy to use
- d. Proud to use

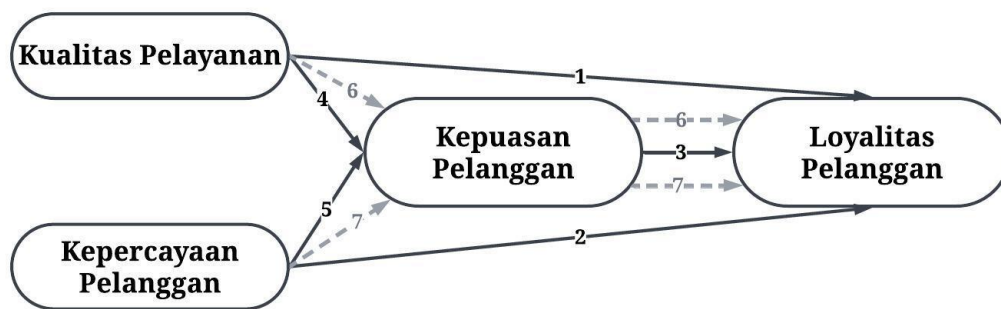
**Customer Loyalty (Y)**

Customer loyalty is a reciprocal action carried out continuously by customers to the company for what the customer has received previously. According to Nastiti & Astuti (2019), loyalty indicators can be measured through a number of aspects, including:

- a. Continuous use
- b. Recommending a particular service provider to others
- c. Choose to use products over other brands.

**3. RESEARCH METHODS**

The study was conducted on customers of Pedis Care in Malang City. The population in this study consists of all customers who have used Pedis Care's services during the year 2023. The sampling technique used was total sampling, with a total of 76 respondents. Data collection was carried out through the distribution of questionnaires, and the data obtained were processed using Smart Partial Least Square (PLS) software.



**Figure 2.** Research Conceptual Framework

**Hypothesis:**

- 1) Hypothesis 1 (H1) = It is suspected that service quality has a positive and significant effect on customer loyalty at Pedis Care in Malang City.
- 2) Hypothesis 2 (H2) = It is suspected that customer trust has a positive and significant effect on customer loyalty at Pedis Care in Malang City.
- 3) Hypothesis 3 (H3) = It is suspected that customer satisfaction has a positive and significant effect on customer loyalty at Pedis Care in Malang City.
- 4) Hypothesis 4 (H4) = It is suspected that service quality has a positive and significant effect on customer satisfaction at Pedis Care in Malang City.
- 5) Hypothesis 5 (H5) = It is suspected that customer trust has a positive and significant effect on customer satisfaction at Pedis Care in Malang City.
- 6) Hypothesis 6 (H6) = It is suspected that service quality has a positive and significant effect on customer loyalty which is mediated by customer satisfaction at Pedis Care Malang City.

7) Hypothesis 7 (H7) = It is suspected that customer trust has a positive and significant effect on customer loyalty which is mediated by customer satisfaction at Pedis Care Malang City.

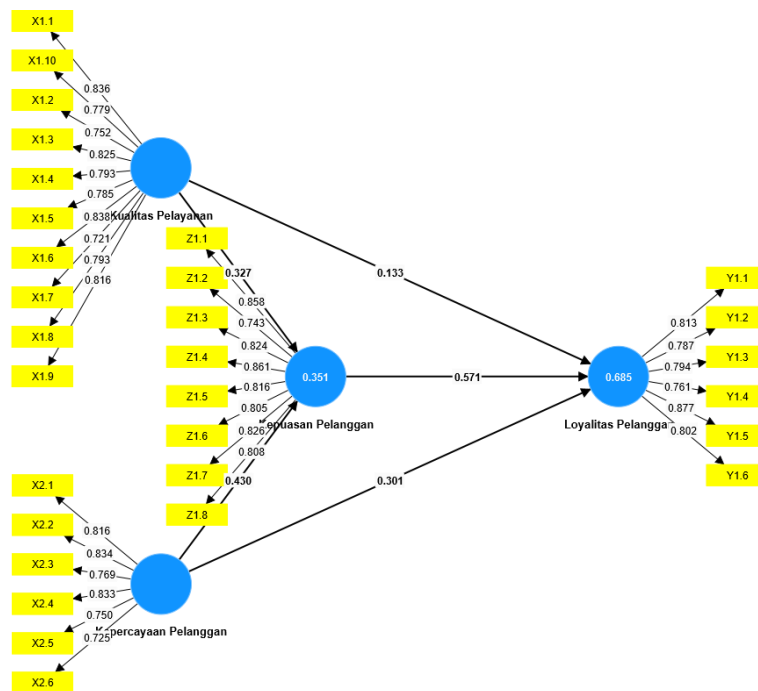
#### 4. RESULTS AND DISCUSSION

##### Results

Data Research instrument testing was carried out using a measurement model (outer model) to determine the specifications of the relationship between latent variables and manifest variables. This test includes convergent validity, discriminant validity and composite reliability.

##### Convergent Validity

Convergent validity is a type of validity that shows the extent to which indicators designed to measure the same construct have a level of relationship or similarity. In the context of quantitative research, especially in factor analysis or measurement models such as Structural Equation Modeling (SEM), convergent validity is important to ensure that all indicators used truly reflect or measure the same concept. Factor Loadings In factor analysis or SEM, the factor loading of indicators on the construct they measure should be high (generally above 0.7) to show good convergent validity. However, at the research scale development stage, loadings of 0.50 to 0.60 are still acceptable (Ghozali, 2016). A high loading factor indicates that the indicator has a strong relationship with the construct being measured.



Source: Questionnaire data processed, 2024

Figure 3. Outer Model

##### Discriminant Validity

Discriminant validity is a type of validity that shows the extent to which a construct is different or separate from other constructs in the research model. Discriminant validity

ensures that a construct in the measurement model is not highly correlated with other constructs, which means that the construct actually measures different concepts. Discriminant validity can also be checked by looking at the cross-loadings of the indicators on all constructs in the model. Indicators should have higher loadings on the construct they measure compared to loadings on other constructs. If an indicator has a higher loading on another construct, this indicates a problem with discriminant validity. The following are the results of the cross loadings test in this research.

**Table 1.** Cross Loading Test Results

Items	Service Quality (X1)	Trust (X2)	Customer Satisfaction (Z)	Customer Loyalty (Y)
X1.1	0.836	0.229	0.411	0.421
X1.10	0.779	0.110	0.333	0.291
X1.2	0.752	0.133	0.370	0.377
X1.3	0.825	0.264	0.359	0.341
X1.4	0.793	0.101	0.236	0.304
X1.5	0.785	0.229	0.386	0.404
X1.6	0.838	0.102	0.276	0.355
X1.7	0.721	0.151	0.255	0.223
X1.8	0.793	0.135	0.298	0.324
X1.9	0.816	0.170	0.323	0.343
X2.1	0.196	0.816	0.430	0.518
X2.2	0.134	0.834	0.375	0.447
X2.3	0.169	0.769	0.367	0.460
X2.4	0.352	0.833	0.424	0.581
X2.5	0.076	0.750	0.428	0.465
X2.6	0.014	0.725	0.317	0.402
Y1.1	0.297	0.593	0.589	0.813
Y1.2	0.285	0.556	0.653	0.787
Y1.3	0.441	0.488	0.611	0.794
Y1.4	0.411	0.392	0.600	0.761
Y1.5	0.361	0.478	0.712	0.877
Y1.6	0.313	0.450	0.580	0.802
Z1.1	0.389	0.440	0.858	0.729
Z1.2	0.297	0.336	0.743	0.528
Z1.3	0.370	0.412	0.824	0.669
Z1.4	0.338	0.385	0.861	0.668
Z1.5	0.371	0.441	0.816	0.671
Z1.6	0.359	0.413	0.805	0.573
Z1.7	0.225	0.474	0.826	0.582
Z1.8	0.370	0.356	0.808	0.632

Source: Questionnaire data processed, 2024

In measuring discriminant validity, a method that can be used apart from identifying the results of the cross-loadings test, can also be using the average variance extracted (AVE) identification method. According to Ghozali (2016) A good value for AVE is a value

that is above 0.5. Below, the researcher explains the results of AVE obtained in this research, in the table below:

**Table 2.** Average Variance Extracted (AVE)

Construct	AVE
Service Quality (X1)	0.631
Trust (X2)	0.622
Customer Satisfaction (Y)	0.670
Customer Loyalty (Z)	0.651

Source: Questionnaire data processed, 2024

Based on the results of data processing in Table 4.3 regarding the Average Variance Extracted (AVE) value, it can be explained that each construct in this research has an AVE value that is above 0.5. Specifically, the AVE value for the Service Quality construct (X1) is 0.631, Trust (X2) is 0.622, Customer Satisfaction (Y) is 0.670, and Customer Loyalty (Z) is 0.651. These AVE values indicate that each construct in this research has good convergent validity. As a general rule in evaluating convergent validity, an AVE value of greater than 0.5 indicates that more than 50% of the variance of the indicators used can be explained by the construct being measured.

### Composite Reliability

Composite reliability is a measure used to assess the internal consistency of indicators used to measure a construct in a measurement model. Composite reliability considers the contribution of each indicator individually, which makes it more suitable for use in more complex measurement models such as Structural Equation Modeling (SEM). According to Hair et al. (2014), the composite reliability value that is considered adequate is more than 0.7, which indicates that the construct being measured has good reliability. The composite reliability obtained in this research is presented in the table below:

**Table 3.** Composite Reliability

Construct	Composite Reliability
Service Quality (X1)	0.945
Customer Trust (X2)	0.908
Customer Satisfaction (Y)	0.942
Customer Loyalty (Z)	0.918

Source: Questionnaire data processed, 2024

Based on Table 3, the composite reliability results for each construct in this research are Service Quality (X1) which has a composite reliability value of 0.945. Customer Trust (X2) has a composite reliability value of 0.908. Customer Satisfaction (Y) has a composite reliability value of 0.942. And Customer Loyalty (Z) has a composite reliability value of 0.918. All composite reliability values are above the threshold of 0.7, which shows that all constructs in this study have high internal consistency. This means that the indicators used to measure each construct have a high level of reliability in measuring the concept in question.

The results of the reliability test can also be strengthened by the Cronbach's alpha obtained in this research. In general, a Cronbach's Alpha value of greater than 0.7 is

considered to indicate that the instrument has good reliability. According to Nunnally (1978), a Cronbach's Alpha value above 0.7 indicates that the indicators in the construct have good internal consistency. The Cronbach's alpha obtained in this study is presented in the table below:

**Table 4.** Cronbach's Alpha

<b>Construct</b>	<b>Cronbach's Alpha</b>
Service Quality (X1)	0.935
Customer Trust (X2)	0.878
Customer Satisfaction (Y)	0.929
Customer Loyalty (Z)	0.892

Source: Questionnaire data processed, 2024

Based on Table 4, the results of Cronbach's Alpha calculations for each construct in this research include Service Quality (X1) which has a Cronbach's Alpha value of 0.935. Customer Trust (X2) has a Cronbach's Alpha value of 0.878. Customer Satisfaction (Y) has a Cronbach's Alpha value of 0.929. Customer Loyalty (Z) has a Cronbach's Alpha value of 0.892.

All Cronbach's Alpha values obtained were above the threshold of 0.7, which indicates that all constructs in this study have high internal consistency. In other words, the indicators used to measure each construct have succeeded in consistently describing the construct being measured.

### **Inferential Statistical Analysis**

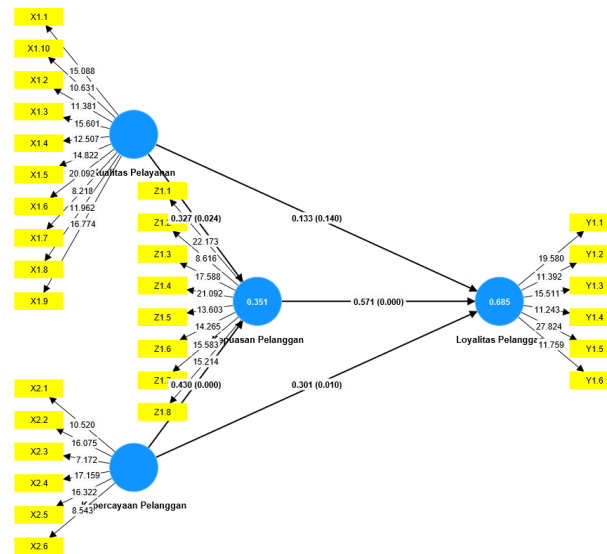
Inferential statistics includes various methods that involve analysis of a portion of data (sample) that is used to make predictions or draw conclusions about the entire parent data (population). In inferential statistics, parameter estimation, hypothesis formulation, and hypothesis testing are carried out to reach conclusions that can be applied generally.

Inferential statistical analysis in this research uses the Partial Least Square (PLS) method. PLS is an alternative method for analysis with Structural Equation Modeling (SEM) which is based on variance. The advantage of this method lies in its ability to work without requiring special assumptions and can still provide accurate estimates even though the sample size is relatively small. To support this analysis, the Smart PLS Version 3 program was used which was specifically designed to estimate variance-based structural equations.

### **Path Analysis Results (Path Analysis)**

According to Sugiyono (2016), inferential statistics is applied to analyze sample data and the results are then applied to the population, and used to test research hypotheses that have been formulated. In this research, inferential statistical analysis was carried out using the "Path Analysis" method. This method aims to measure the magnitude of the contribution represented by the path coefficient in each path diagram which describes the causal relationship between variable X1 (Service Quality), variable X2 (Trust) on Y (Customer Satisfaction) and its impact on Z (Loyalty).

The following is an illustration of path analysis in the inner model produced after running the SmartPLS program for all relationships between constructs in Figure 4.2 below:



Source: Questionnaire data processed, 2024

**Figure 4.** Inner Model

Testing of the structural model (inner model) can be evaluated through the R-Square value for each endogenous variable, which shows the extent to which the structural model has predictive ability. Changes in the R-Square value can be used to identify the influence of certain exogenous latent variables on endogenous latent variables. Based on the test results using the SmartPLS program, the following results were obtained:

**Table 5.** R-Square

Endogenous Latent Variables	R-Square
Customer Satisfaction (Y)	0.351
Customer Loyalty (Z)	0.685

Source: Questionnaire data processed, 2024

Based on Table 5 above, it can be seen that the R-Square value for the endogenous latent variable Customer Satisfaction (Y) obtained is 0.351 or 35.1%. These results indicate that Service Quality (X) and Customer Trust (X2) have an influence of 35.1% on Customer Satisfaction (Y), while (1 - R-Square) the remaining 64.9% is the contribution of influence from other factors that not examined in this study.

Furthermore, the endogenous latent variable Customer Loyalty (Z) has an R-Square value of 0.685 or 68.5%. These results indicate that Service Quality (X), Customer Trust (X2), and Customer Satisfaction (Y) together have an influence of 68.5% on Customer Loyalty (Z), while as much as (1 - R-Square) 31 The remaining .5% is the contribution of the influence of other factors not examined in this research.

Thus, it can be concluded that the two models in this study show a fairly good contribution from the independent variables to the endogenous variables, although there are still other variables outside the model that also contribute to the endogenous variables studied.

$$\begin{aligned}
Q\text{-Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
&= 1 - [(1 - 0.351) \times (1 - 0.685)] \\
&= 1 - (0.351 \times 0.685) \\
&= 1 - 0.240 \\
&= 0.760
\end{aligned}$$

Based on the calculation results above, the Q-Square value is 0.760. This shows that the large diversity of research data that can be explained by the research model is 76%. Meanwhile, the remaining 24% is explained by other factors outside this research model. Thus, from these results, this research model can be stated to have good goodness of fit.

### Path Analysis Results (Path Analysis)

Hypothesis testing in this research was carried out by observing the P-Values. The research hypothesis is considered accepted if the P-Values < 0.05 (Yamin & Kurniawan, 2011). The following are the results of hypothesis testing obtained through path coefficients in the SmartPLS output:

**Table 6.** Path Coefficients

<i>Path</i>	<i>Original Sample</i>	<i>T-Statistics</i>	<i>P-Values</i>
Service Quality (X1) →Customer Satisfaction (Z)	0.327	2,263	0.024
Trust (X2)→Customer Satisfaction (Z)	0.430	4,397	0,000
Customer Satisfaction (Z) →Customer Loyalty (Y)	0.571	5,228	0,000
Service Quality (X1)→Customer Loyalty (Y)	0.133	1,477	0.140
Customer Trust (X2)→Customer Loyalty (Y)	0.301	2,586	0.10
Service Quality (X1)→Customer Satisfaction (Z)→Customer Loyalty (Y)	0.187	2,598	0.009
Service Quality (X2)→Customer Satisfaction (Z)→Customer Loyalty (Y)	0.245	2,724	0.006

Source: Questionnaire data processed, 2024

## Discussion

### 1) The Influence of Service Quality on Customer Loyalty

Overall, the average score for the Service Quality variable (X1) is 4.11, which based on the index value category is in the "high" category. This shows that the services provided by Pedis Care Malang City have been rated as good by customers. The average score for the Customer Loyalty (Y) variable is 4.30, which is also in the "Very High" category. This indicates that Pedis Care customers have a high level of loyalty to the services provided by the clinic.

Hypothesis test results show that service quality does not have a positive and significant effect on customer loyalty at Pedis Care Malang City, with a P-Values value of 0.140 which is greater than 0.05. However, this research is different from several

previous studies which found that service quality has a significant effect on customer loyalty. For example, research by Putra (2016) and Santoso (2017) shows that service quality has a positive and significant effect on customer loyalty. These differences in results may be caused by differences in respondent characteristics or different service contexts.

According to Kotler and Keller (2016), customer loyalty is a deep commitment from customers to repurchase or resubscribe to a product or service they like consistently in the future, despite situations and marketing efforts from competitors that have the potential to cause customers to switch. In this theory, good service quality is considered as one of the main factors that can strengthen long-term relationships with customers and increase their loyalty. However, in the context of this research, the results show that service quality that is considered good does not necessarily directly increase customer loyalty, which may be caused by the presence of other factors such as price or convenience which are more dominant in influencing loyalty.

Furthermore, Zeithaml et al. (2018) stated that although service quality is a key factor in creating customer loyalty, customer loyalty can also be influenced by other variables such as trust, satisfaction and perceived value. This indicates that although service quality is important, it is not always the sole factor that determines loyalty. In this research, there may be other factors that have a greater influence on customer loyalty, which need to be researched further to understand the deeper dynamics between service quality and customer loyalty at Pedis Care Malang City.

## 2) 2. **The Influence of Customer Trust on Customer Loyalty**

Overall, the average score for the Customer Trust variable (X2) is 3.9, which is in the "High" category. This shows that Pedis Care Malang City customers have a very good level of trust in the services provided by the clinic. On the other hand, the average score for the Customer Loyalty (Y) variable is 4.30, which is also in the "very high" category. This indicates that customers have a high level of loyalty, which means that they tend to continue using Pedis Care services and recommend them to others.

Hypothesis test results show that customer trust has a positive and significant effect on customer loyalty at Pedis Care Malang City, with a P-Values value of 0.010 which is smaller than 0.05. This shows that customer trust is an important factor in building their loyalty to Pedis Care. This research is in line with previous research conducted by Sumarni (2018) and Wijaya (2019), which also found that customer trust has a positive and significant influence on customer loyalty. Both studies underscore the importance of trust as a foundation in creating long-term relationships between a company and its customers.

According to Morgan and Hunt (1994), customer trust is defined as a strong belief that a service provider has the integrity and capabilities necessary to provide services in accordance with customer expectations. Trust plays a key role in creating and maintaining long-term relationships with customers, because trust lowers the risk perceived by customers and increases the sense of security in transactions. In this context, high customer trust in Pedis Care provides a strong incentive for customers to

remain loyal, because they feel confident that Pedis Care will continue to provide quality services in accordance with their expectations.

Furthermore, Chaudhuri and Holbrook (2001) stated that trust is an important component in building customer loyalty, because trust increases customers' willingness to ignore offers from competitors and remain loyal to brands or services they trust. In this research, the results show that customer trust has a significant effect on loyalty, confirming the importance for Pedis Care to continue to maintain and increase customer trust through consistency in service quality, transparency and good communication. In this way, Pedis Care can maintain customer loyalty in the long term.

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

Overall, the average score for the Customer Satisfaction (Z) variable is 4.27, which is in the "very high" category. This shows that Pedis Care Malang City customers are generally satisfied with the services they receive. This satisfaction reflects the customer's positive assessment of various aspects of the services provided by Pedis Care. The average score for the Customer Loyalty (Y) variable is 4.30, which is also in the "very high" category. This shows that Pedis Care's customer loyalty level is also high, which means they tend to continue using the service and recommend it to others.

Hypothesis test results show that customer satisfaction has a positive and significant effect on customer loyalty at Pedis Care Malang City, with a P-Values value of 0.000 which is smaller than 0.05. This means that the higher the customer satisfaction, the higher their loyalty to Pedis Care. This finding is in line with previous research such as that conducted by Kotler and Armstrong (2018) and research by Hapsari (2019), which also found that customer satisfaction has a positive and significant influence on customer loyalty. Both studies show that satisfied customers tend to have higher loyalty, because they feel that the service they receive has met or even exceeded their expectations.

According to Oliver (1997), customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance of a product or service with their expectations. If service performance meets or exceeds expectations, customers will feel satisfied, which in turn can strengthen their loyalty to the company. In the context of Pedis Care, high customer satisfaction indicates that the services provided have met customer expectations, which then encourages them to remain loyal to using the service.

Furthermore, Zeithaml et al. (2018) stated that customer satisfaction is one of the main determinants of customer loyalty. When customers are satisfied with the service they receive, they are more likely to make repeat purchases and recommend the service to others, which is a form of customer loyalty. In this research, the results show that customer satisfaction has a significant effect on loyalty, confirming the importance for Pedis Care to continue to improve the quality of its services in order to maintain and increase customer satisfaction, which will ultimately strengthen their loyalty.

### **4) The Influence of Service Quality on Customer Satisfaction**

Overall, the average score for the Service Quality variable (X1) is 4.11, which is in the "high" category. This shows that Pedis Care Malang City customers assess the quality of service they receive as good. This assessment reflects that various aspects of the services provided by Pedis Care have been able to meet customer expectations. The average score

for the Customer Satisfaction (Z) variable is 4.27, which is also in the "very high" category. This indicates that the majority of customers are satisfied with the services they receive at Pedis Care.

The results of the hypothesis test show that service quality has a positive and significant effect on customer satisfaction at Pedis Care Malang City, with a P-Values value of 0.024 which is smaller than 0.05. This means that the better the quality of service provided, the higher the level of customer satisfaction. These results are consistent with previous research such as that conducted by Parasuraman et al. (1988) and Tjiptono (2014), both of whom found that service quality has a positive and significant influence on customer satisfaction. This research shows that customers tend to feel more satisfied when they receive high-quality service, which includes reliability, responsiveness, assurance, empathy, and physical evidence.

According to Parasuraman, Zeithaml, and Berry (1988), service quality is the extent to which the services provided can meet or exceed customer expectations. Good service quality is the main key in creating customer satisfaction because adequate service will meet customer needs and desires effectively. In the context of Pedis Care, service quality that is rated as good by customers indicates that the service they receive is in line with their expectations, which then results in a high level of satisfaction.

Furthermore, Kotler and Keller (2016) stated that customer satisfaction is the result of customers' perceptions that the value they receive from a product or service is comparable to their expectations. Good service quality plays an important role in creating this satisfaction, because customers who feel that the service they receive meets or exceeds their expectations will feel more satisfied. In this research, the results show that service quality has a significant effect on customer satisfaction, confirming the importance for Pedis Care to continue to maintain and improve the quality of its services so that it can continue to meet or even exceed customer expectations, so that their satisfaction is maintained.

### **5) The Influence of Customer Trust on Customer Satisfaction**

Overall, the average score for the Customer Trust variable (X2) is 3.94, which is in the "high" category. This shows that Pedis Care Malang City customers have a very good level of trust in the services provided by the clinic. This trust reflects customers' confidence that Pedis Care is able to meet their expectations in every aspect of service. The average score for the Customer Satisfaction (Z) variable is 4.27, which is also in the "very high" category. This indicates that the majority of customers are satisfied with the services they receive at Pedis Care.

Hypothesis test results show that customer trust has a positive and significant effect on customer satisfaction at Pedis Care Malang City, with a P-Values value of 0.000 which is smaller than 0.05. This means that the higher the level of customer trust in Pedis Care, the higher their satisfaction with the services provided. These results are in line with previous research such as that conducted by Ganesan (1994) and Garbarino & Johnson (1999), which also found that customer trust has a positive and significant influence on customer satisfaction. These studies show that strong trust in service providers is an important factor that can increase customer satisfaction.

According to Morgan and Hunt (1994), customer trust is the belief that a service provider has the integrity and competence necessary to provide services that meet customer expectations. This trust creates a sense of security and comfort for customers, which then increases their satisfaction with the services they receive. In the context of Pedis Care, high trust from customers shows that they are confident in the capability and reliability of the services provided, which in turn increases their satisfaction.

Furthermore, Kotler and Keller (2016) explained that customer satisfaction is the result of a comprehensive evaluation carried out by customers after consuming or using a product or service. When trust in the service or product is high, customers tend to feel more satisfied because their expectations are met or even exceeded. In this research, the results show that customer trust has a significant effect on customer satisfaction, confirming the importance for Pedis Care to continue to maintain and increase customer trust through consistent, honest and reliable service, so that customer satisfaction can continue to be maintained or even improved.

#### **6) The Influence of Service Quality on Customer Loyalty Mediated by Customer Satisfaction**

Overall, the average score for the Service Quality variable (X1) is 4.11, which is in the "high" category. This shows that Pedis Care Malang City customers generally rate the quality of service they receive as good. The average score for the Customer Satisfaction (Z) variable is 4.27, also in the "very high" category, which indicates that customers are satisfied with the services provided. Additionally, the average score for Customer Loyalty (Y) was 4.30, which is also in the "very high" category. This indicates that the level of customer loyalty towards Pedis Care is quite high, which means they are likely to continue using the service in the future and recommend it to others.

Hypothesis test results show that service quality has a positive and significant effect on customer loyalty through customer satisfaction as a mediating variable, with a P-Values value of 0.009 which is smaller than 0.05. This means that good service quality can increase customer satisfaction, which in turn will increase their loyalty. These findings are consistent with previous research by Caruana (2002) and Zeithaml et al. (1996), who also found that customer satisfaction mediates the effect of service quality on customer loyalty. These two studies confirm that customer satisfaction plays an important role in strengthening the relationship between service quality and customer loyalty.

According to Kotler and Keller (2016), service quality is one of the key factors influencing customer satisfaction, and customer satisfaction, in turn, is the main predictor of customer loyalty. When customers feel that the quality of service they receive is high and meets their expectations, they will feel satisfied. This satisfaction then triggers loyal behavior, such as making repeat purchases and recommending the service to others. In the context of Pedis Care, service quality that is considered good by customers not only increases their satisfaction, but also strengthens their loyalty to Pedis Care.

Furthermore, Oliver (1999) states that customer loyalty is the result of long-term satisfaction resulting from repeated positive experiences in receiving quality service. In this research, the results showing that customer satisfaction mediates the influence of service quality on customer loyalty emphasizes the importance for Pedis Care to not only

focus on improving service quality, but also ensuring that the services provided are consistent and able to meet customer expectations. In this way, customer satisfaction will increase, which will ultimately strengthen their loyalty to Pedis Care.

### **7) The Influence of Trust on Customer Loyalty Mediated by Customer Satisfaction**

Overall, the average score for the Customer Trust variable (X2) is 3.94, which is in the "high" category. This shows that Pedis Care Malang City customers have a very good level of trust in the services provided by the clinic. This trust reflects customers' confidence that Pedis Care is able to meet their expectations. The average score for the Customer Satisfaction (Z) variable is 4.27, which is also in the "very high" category. This shows that customers are generally satisfied with the services they receive at Pedis Care. In addition, the average score for the Customer Loyalty (Y) variable is 4.30, which is in the "very high" category, indicating that customers have a high level of loyalty to Pedis Care.

Hypothesis test results show that customer trust has a positive and significant effect on customer loyalty through customer satisfaction as a mediating variable, with a P-Values value of 0.006 which is smaller than 0.05. This means that high trust in Pedis Care can increase customer satisfaction, which ultimately strengthens their loyalty. This finding is in line with previous research by Garbarino and Johnson (1999) and Chiou (2004), which found that customer satisfaction mediates the effect of trust on customer loyalty. Both studies emphasize the importance of trust as a basis for building satisfaction which then leads to customer loyalty.

According to Morgan and Hunt (1994), customer trust is a strong belief that a service provider has the integrity and competence necessary to provide services that meet customer expectations. When customers have high trust in a service provider, they are more likely to be satisfied with the service they receive. This satisfaction then becomes a key factor that drives customer loyalty, because they feel safe and comfortable with the relationship that has been built. In the context of Pedis Care, high trust from customers has been proven to not only increase their satisfaction but also strengthen their loyalty to the services provided.

Furthermore, according to Oliver (1999), customer satisfaction is the main predictor of customer loyalty, and trust plays an important role in creating that satisfaction. Strong trust allows customers to have positive expectations about the service they receive, which, if met, will result in high satisfaction. In this research, the results showing that customer satisfaction mediates the influence of trust on customer loyalty emphasizes the importance for Pedis Care to continue to build and maintain customer trust through consistent, transparent and reliable service. In this way, customer satisfaction and loyalty can continue to increase, strengthening Pedis Care's position in the market.

## **5. CONCLUSION**

Based on the results of the research above, this research concludes as follows: 1) Good service quality does not yet determine the increase in customer loyalty for Pedis Care Malang City. 2) As customer trust improves, it can increase Pedis Care Malang City

customer loyalty. 3) Increased customer satisfaction can increase Pedis Care Malang City customer loyalty. 4) As service quality improves, it can increase customer satisfaction at Pedis Care Malang City. 5) Increased customer trust can increase customer satisfaction at Pedis Care Malang City. 6) Increased customer satisfaction acts as a mediator in the influence of improving service quality on increasing customer loyalty at Pedis Care Malang City. 7) Increased customer satisfaction acts as a mediator in the influence of increasing customer trust on increasing customer loyalty at Pedis Care Malang City

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