

The Effect of Service Quality, Trust and Satisfaction of Banks Customer Loyalty

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ABSTRACT

One of the necessities of life that is no less important in this era is the need for banking services. The number of competitors in the same type of banking makes competitors competing to get the attention of customers, which customers are now more intelligent to determine their choices. Therefore, banking service companies need to have the right strategy in order to prevent customers from moving to other competitors. Banking companies must be able to provide quality services so that it will have an impact on customer loyalty. For more details, the purpose of this study is to look at the effect of service quality, trust, and satisfaction on bank customer loyalty. The population in this study is 245 bank customers. This research is causality research using a quantitative approach. Data is collected by using a questionnaire. The analytical method used is the Structural Equation Model (SEM). The results showed that: First, good service quality will increase customer satisfaction. Second, good service quality will increase customer confidence. Third, good service quality will increase customer loyalty. Fourth, high customer satisfaction will increase customer loyalty. Five, high customer trust will increase customer loyalty. Sixth, customer satisfaction and trust is able to mediate the relationship between service quality and bank customer loyalty.

Keywords: service quality, trust, satisfaction, loyalty, customers, banks

INTRODUCTION

The company is engaged in the same industrial sector, resulting in increasingly fierce market competition (Hulu and

Ruswanti, 2018). In banking competition, each bank is required to strive to get prospective customers and retain existing ones (Kishada and Wahab, 2015). Through customer loyalty, long-term relationships between banks and customers can be established, so that customers are reluctant to turn to other competing banks. Customer loyalty can provide huge benefits for the bank itself. Tanisah and Maftuhah (2015) explained that customer loyalty will be a great marketing asset for the company by providing information and positive recommendations to other prospective customers. Leninkumar (2017) adds that customer loyalty is considered as an important factor that leads to gain competitive advantage from competitors under a very dynamic business environment.

Banks understand that customers will be loyal if they receive greater value than competitors (Sarker and Uddin, 2013). Therefore the financial services industry is demanded to be able to provide maximum services, with financial products, and good relations with consumers (Emperor and Ruswanti, 2015). Handini and Ruswanti (2016); Kulsum and Syah (2017) customers who obtain products or services that meet or exceed expectations, tend to give a positive response to the company. The success of efforts to retain customers is largely determined by the company's ability to provide quality of services (Tatuil, 2013). Customer interaction with employees in providing services can cause positive emotions, which in turn leads to customer

loyalty (Gong and Yi, 2020). Tanisah and Maftuhah's research (2015) results revealed that quality of service has a significant positive relationship to loyalty, at the conclusion of his study explaining that to create loyalty needed good quality of service, because the pros and cons of quality of service companies have a good effect on long-term relationships with customers (Tanisah and Maftuhah, 2015).

While the results of Tatuil's (2013) research revealed that service quality has a significant effect on loyalty with customer satisfaction as an intervening variable, in his research explaining awareness, responsiveness, understanding, consideration, and the right solution are the main factors increasing satisfaction that can lead to loyalty. Different results are shown in previous studies which stated there was no significant relationship between service quality and loyalty (Bolzmman, Falcón and Cabrera, 2018; Kishada and Wahab, 2015).

Quality of service not only leads to loyalty to its customers but can have a direct impact on customer satisfaction and trust. Sarker and Uddin (2013) research results show that three dimensions of quality of service such as empathy, assurance and reliability have a significant effect on customer satisfaction. The empathy dimension was found as the most influential predictor of customer satisfaction while responsiveness and tangibles showed no significant effect on customer satisfaction.

Bolzmman et al. (2018) explain that it is not enough to have satisfied customers, because satisfaction can be obtained from other products that are also very competitive, satisfaction that leads to loyalty that develops long-term relationships is very important. Satisfaction can also affect customer loyalty shown by customers in terms of intention to reuse a product / service and positive word of mouth (Moraga, Barra, Parraga and Fariaz, 2013). Some previous research results indicate that there is a significant positive relationship between satisfaction with customer loyalty (Kishada and Wahab, 2015; Suhendar and

Ruswanti (2019); Marung and Ruswanti (2019); Gong and Yi, 2020; Moraga et al. 2013; Alharthey, 2019; Leninkumar, 2017). Another case of Tanisah and Maftuhah (2015) research, one of the results shows that satisfaction does not significantly influence customer loyalty.

Alharthey (2019) revealed that in this competitive business world, customers must be satisfied with the products and services provided by the company and satisfaction is entirely dependent on the quality of service and service quality also helped build the level of consumer confidence. Lien, Wu, Chen and Wang (2014) stated that trust is recognized as a key element in the exchange relationship between producers and consumers. Therefore, banks must provide services carefully and continue to improve the quality of service because prospective customers have many choices to choose the desired bank (Sarker and Uddin, 2013). Each service quality attribute has a different effect on the customer's decision to remain loyal or not. According to Bolzmman et al. (2018) states that service quality attributes most often associated with loyalty are tangibility and product / service reliability. Some previous research states that there is a significant positive relationship between service quality and trust (Alharthey, 2019; Choi, 2018; Moraga et al. 2013). The conclusion of Choi's research (2018) conducted at one of the home shopping businesses in Korea explains that the additional information services that customers must obtain in addition to the information provided by home shopping services has a large influence in forming trust.

Research by Lien et al. (2014) stated the same thing that there was a significant positive relationship between service quality on trust and trust affected willingness to recommend. His research findings explain that trust as a determinant of positive word of mouth from patients, they want to refer their relatives and friends to hospitals that have given trust. Kishada and Wahab (2015)

revealed that there are three elements such as purchase intention, recommendations, and resistance to the products / services used which have become a matter of customer behavior intentions that build loyalty. But the results of Kishada and Wahab's research (2015) show there is no relationship between trust and loyalty. Different from the results of several studies by Leninkumar (2017); Tatuil (2013); Tanisah and Maftuhah (2015); Choi (2018) which states that there is a significant positive relationship between trust and loyalty.

However, based on different results from some previous studies, it can be concluded that there is no consistency in the results of previous researchers. While this study wants to see two mediating variables such as satisfaction and trust whether mediating the relationship between quality of service and loyalty in one frame that is still rarely found in previous studies, so there is a research gap on the influence of several variables of quality of service, customer satisfaction, trust in loyalty. To that end, the purpose of the research to be achieved is to find out how the influence of service quality on loyalty through customer satisfaction and customer confidence in bank customers.

LITERATURE REVIEW

Quality of Service

The definition of quality according to Goetsh and Davis (2013) is a dynamic condition associated with products, services, people, processes, environments that meet and exceed expectations. Quality can be used as a benchmark that is relative in assessing the goods and services provided (Wibowo, Ruswanti, and Januarko., 2013). Services according to Kotler and Keller (2016) are any activities and benefits that can be provided by one party to another party which is basically intangible and does not need to result in ownership of something. It can be said that service quality is a performance that can be offered by someone to others. To measure the quality

of service will use the theory from Parasuraman et al. (2007) with five dimensions including tangible (physical evidence), reability (reliability), responsiveness (responsiveness), assurance (empathy) and empathy (empathy), where service quality is a reflection of consumers' evaluative perceptions of services received at an certain time.

Trust

Morgan and Hunt (2004) argue that when one party has confidence that the other party involved in the exchange has reliability and integrity, then it can be said that there is trust. Consumer trust is consumer knowledge about an object, its attributes, and its benefits. Based on this concept, consumer knowledge is closely related to the discussion of attitudes because consumer knowledge is consumer trust. According to Mowen and Minor (2012) consumer trust implies that all knowledge possessed by consumers and all conclusions made by consumers regarding objects, attributes and benefits. While Firdayanti (2012) consumer trust is a perception from the consumer's perspective of the reliability of the seller in the experience and fulfillment of consumer expectations and satisfaction. As for measuring customer confidence it will adopt the theory of Aydin and Ozer (2005); Li, Browne, and Lau. (2005) in Khisada and Wahab (2015).

Satisfaction

The definition of customer satisfaction according to Engel, Blackwell and Miniard (2012) is a full evaluation where the alternative chosen is at least the same or exceeds customer expectations, while customer dissatisfaction arises when the results do not meet expectations. According to Kotler and Keller (2016) customer satisfaction is feeling happy or disappointed someone who comes from the comparison between his impression of the performance (results) of a product and its expectations. Schiffman and Kanuk (2013) say customer satisfaction is an individual's

perception of the performance of a product or service is related to the expectations of these consumers. The creation of satisfaction will benefit Nurlitasari and Shah (2016). Furthermore satisfaction can be measured by indicators of conformity of expectations, perceptions of performance, customer ratings, prices, and product quality (Consuegra, 2007 and Irnandha, 2016).

Loyalty

The definition of customer loyalty according to Lovelock (2011) is the customer's willingness to continue to buy from a company in the long run and recommend products to friends and colleagues, including preferences, desires and future intentions. Kotler and Keller (2016) define loyalty as a firmly held commitment to buy again or subscribe to certain products or services in the future despite the influence of the situation and marketing efforts that have the potential to cause behavioral shifts. It can be said that true customer loyalty is not possible without an emotional connection. Meanwhile, according to Lin and Ding (2006) in Shah (2014) customer loyalty can be measured using three dimensions which include: subscription (repeat patronage), switching behavior, and word of mouth (WOM) recommendations.

HYPOTHESIS DEVELOPMENT

Relationship Quality of Service and Customer Satisfaction

Customer satisfaction with the services or products offered can be used as input for management to improve the quality of services provided (Tatuil, 2013). Therefore the bank should create professionals who have been trained in serving their customers. The behavior of bank employees in providing services, one of the most important aspects in realizing service quality that satisfies their customers. Sarker and Uddin (2013) state that if a company has trained employees by providing friendly service, the company is fully automated to have many opportunities

to maximize customer satisfaction that can provide the best thing for the company.

Satisfaction with customers will be an illustration of the level of a customer's feelings after comparing the quality of service or the results he feels with his expectations (Kotler and Keller, 2016). Therefore, the importance of managing strategies that are oriented to the interests of customers by taking into account the quality of service components. The component of service quality must prioritize the needs and desires of its customers. This will cause feelings of pleasure that can lead to satisfaction. This is in accordance with the results of Tatuil's research (2013); Gong and Yi (2020); Sarker and Uddin (2013); Moraga et al. (2013) that service quality influences customer satisfaction. From the literature above, the hypotheses that can be proposed are:

H₁: Good quality of service will increase customer satisfaction

Relationship Quality of Service and Customer Trust

Customer trust does not just arise, but trust can be built through quality of service. Alharthey (2019) revealed that quality of service is adequate when perceptions about products or services provided are the same or can exceed consumer expectations which can further foster their trust. The quality of employee interactions with customers and the quality of the results of their services can affect consumer confidence (Lien et al. 2014). The interaction results from the quality of service provided by employees largely determine the level of trust of their customers.

Most importantly, trust develops after an individual takes risks in dealing with his partner. Lupiyoadi (2013) said, determinants of consumer trust as consumers' perceptions of the quality of a service / service. Quality of service, which must be maintained and improved by a company, because good quality of service can form the trust and loyalty of its

customers. Furthermore the relationship between quality of service and consumer trust is strengthened by the opinion of Kotler and Keller (2016) which states that if quality of service is lower than expectations, then the consumer does not believe or be disappointed. This is in accordance with research Choi (2018); Alharthey (2019); Lien et al. (2014); Moraga et al. (2013) whose research results concluded that service quality influences consumer confidence. Based on the above literature the hypothesis can be put forward:

H₂: Good quality of service will increase customer confidence

Relationship Quality of Service and Customer Loyalty

Loyal customers who use products or services that have been used previously show that the product or service can be relied upon to meet their wants and needs. This indicates that the customer has felt the benefits or good results after subscribing to the product / service from the Bank or it can be said that the quality of the Bank's service has good quality. Good quality service will be able to provide an encouragement to customers to be loyal to a company. Where in the long run this kind of relationship will allow a company to be able to understand what customers expect and their needs (Kotler and Keller, 2016). Only customers who enjoy high-quality products or services will be loyal to the company.

Furthermore Oliver (2010) states customer loyalty, an important element of organizational success and profitability. If the quality of service the bank is able to consistently provide the best quality of service then it is likely to be able to foster good relations with customers. In addition the company will also be able to compete in the market and get success. One step that can be done by companies in shaping and fostering the quality of company services or service providers is by providing perfect service. With perfect quality of service will be able to foster a feeling of loyalty to customers in the use of services so that it

also provides benefits for service providers. In previous research Tatuil (2013); Tanisah and Maftuhah (2015) concluded that service quality affects customer loyalty. From the literature above, the hypotheses that can be proposed are:

H₃: Good service quality will create customer loyalty

Relationship of Customer Satisfaction and Loyalty

Consumer satisfaction can be used as an assessment of the company, whether the quality of services provided is in accordance with the standards to be achieved (Kotler and Keller, 2016). The emergence of satisfaction indicates that consumers have felt the benefits of good results after using the product/service. Tatuil (2013) describes satisfaction as one of the customer's considerations to reuse the services offered or to be loyal to certain banks. According to Kotler and Keller (2016) the relationship between satisfaction and loyalty occurs when consumers reach the highest level of satisfaction that creates a strong emotional bond and commitment for the long term with the company's brand.

Satisfaction affects customer loyalty in the event that there is an intention to reuse a product or service and the occurrence of positive word of mouth to the closest people (Moraga et al. 2013). Consumer satisfaction or dissatisfaction will influence consumer attitudes and behavior for the future (Kotler and Keller, 2016). Therefore, the higher the level of customer satisfaction with a bank's services, the greater the possibility of these customers to be loyal to the product or service. This supports the research of Leninkumar (2017); Kishada and Wahab (2015); Tatuil (2013); Gong and Yi (2020); Alharthey (2019) which concluded that satisfaction affects customer loyalty. From the description above, the following hypothesis is proposed: H₄: High satisfaction will increase customer loyalty

Relationship of Trust and Customer Loyalty

Customer loyalty is very important for bank companies to succeed. According to Morgan and Hunt (2004) if a company wants to be successful in establishing relationships with customers, the company must pay attention to the key success factors of building customer relationships such as trust and commitment. According to Leninkumar (2017) having loyal customers will greatly benefit the bank, banks are looking for ways to make customers loyal to them so that the customer's loyalty towards the bank can be achieved by increasing their satisfaction and trust.

Kotler and Keller (2016) stated that high loyalty can be said by customers

making purchases with increasing percentage of certain companies than other companies. Therefore, it can be concluded that the higher the level of customer confidence in the products / services received, the more loyal the customer will be to the products / services of the Bank company. This is also in accordance with the results of Leninkumar's research (2017); Tatuil (2013); Tanisah and Maftuhah (2015); Choi (2018) who concluded that trust influences loyalty

Based on the above literature the hypothesis can be put forward:

H₅: High trust will increase customer loyalty

From the description above, the research model can be described as follows:

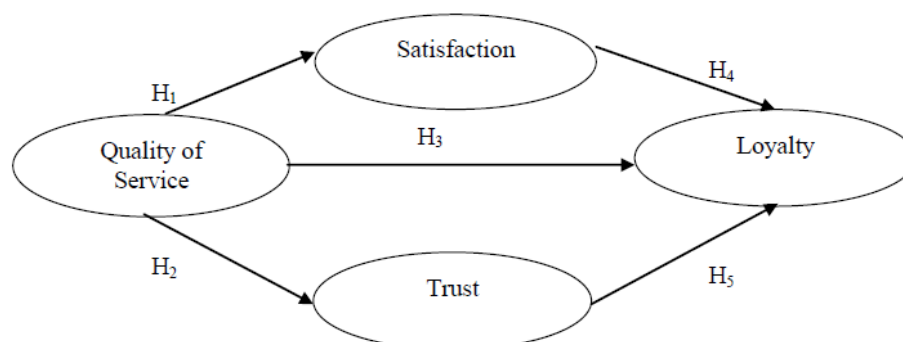


Illustration 1: Research Model

RESEARCH METHODS

The population in this study is bank customers. In accordance with the analysis tool that will be used, namely the Structural Equation Model (SEM), the determination of the number of samples in the SEM provisions, at least 5-10 times the number of questionnaires (Hair, Black, Babin and Anderson, 2013). The number of questionnaire statements in this study were 49 statements, so the number of samples taken in this study (49x5) 245 bank customers in Jakarta provided that they had been bank customers for more than five years. Furthermore, this study is a causal study and there is one exogenous variable, service quality, and three endogenous variables, namely customer trust, customer satisfaction and customer loyalty. To find out the relationship between variables, the

SEM analysis method is used. Hair et al. (2013) states that SEM is a multivariate statistical technique that combines aspects in multiple regression aimed at testing the dependent relationship) and factor analysis (which presents unmeasured concepts factors with multiple variables) that can be used to estimate a series of dependent relationships that influence each other independently. together.

Measurement

Measurements in research for quality of service variables adopt the theory of Parasuraman et al. (1988) with 22 indicators, the variable customer trust measurement adopted Aydin and Ozer (2005); Li, Browne, and Lau. (2005) in Khisada and Wahab (2015) with eight indicators, the customer satisfaction

measurement variable adopted the Consuegra (2007) theory in Irnandha (2016) with ten indicators while the loyalty variable measurement adopted the Lin and Ding (2006) theory in Shah (2014) with nine indicators. In this study the data obtained using a questionnaire and measurement scale with the Likert scale method. While this study uses confirmatory factor analysis to test validity by looking at the value of the Kaiser-Meyer-Olkin measure of sampling (KMO) and measures of sampling adequacy (MSA). If the KMO value is below 0.500, then factor analysis cannot be used or accepted. While the KMO value that is acceptable is with a minimum value of 0.5 to 0.9 and for the reliability test by looking at the Cronbach alpha value > 0.6 indicates good reliability (Sekaran & Bougie, 2017).

RESULTS

Analysis of Test Validity and Reliability (Pretest)

The results of validity testing using confirmatory factor analysis showed all statements on the variables of quality of service, customer trust, customer satisfaction and customer loyalty have been declared valid, with the provisions of the value of KMO and MSA (anti image correlation) > 0.500 with 1 component matrix. Likewise, the reliability test of all statements of service quality variables, customer trust, customer satisfaction and customer loyalty have been declared reliable with alpha cronbach > 0.6 which means that shows good reliability (Sekaran & Bougie, 2017). (results can be seen in appendix 5).

Analysis of Respondents' Demographic Difference Tests

The analysis of respondents' demographic differences in this study was seen from: gender, age, last education, occupation, length of time being a bank customer and favorite bank being the customer's choice. Analysis of the demographic differences of respondents was conducted to determine whether there are significant differences in each variable,

namely service quality, customer trust, customer satisfaction and customer loyalty, so we need a different test. If the value of sig homogeneity > 0.05 and anova < 0.05 means that there are differences in homogeneity, sig homogeneity > 0.05 and anova > 0.05 meaning there is no difference in homogeneity. Meanwhile, sig homogeneity ≤ 0.05 then anova is not tested, it means the results are not tested (not homogeneity).

Analysis of the ANOVA test results of the respondents showed that there was no difference so that the answers of respondents were homogeneity and ANOVA test can be done, namely on respondents' answers based on gender and age of the customer to variable service quality, customer trust, customer satisfaction and customer loyalty, and respondents' answers based on favorite banks customer to customer satisfaction variables. Respondents' answers based on customer age and current work on service quality, customer trust, customer satisfaction and customer loyalty variables have a homogeneity value ≤ 0.05 so that respondents' answers are not homogeneity and ANOVA test cannot be done. Likewise, the respondent's answer based on the customer's favorite bank on variables of service quality, customer trust, and customer loyalty, has a homogeneity value ≤ 0.05 so that respondents' answers are not homogeneous and ANOVA test cannot be done. (results can be seen in appendix 8).

Test Validity and Reliability of Constructions

The results of the measurement of construct validity test in this study show that all are acceptable, where all indicators on the variable service quality, customer trust, customer satisfaction and customer loyalty have a good fit factor loading value (> 0.50), and a greater t-value from t-table (1.96) at the 5% significance level. Furthermore, the construct reliability test meets the reliability requirements if the CR (Construct Reliability) value is above 0.60

and the VE (Variance Extracted) value is above 0.50 (Hair et al. 2013). At all CR values meet the reliable requirements of values above 0.60, on service quality (0.96), customer trust (0.95), customer satisfaction (0.97) and customer loyalty (0.97). At all VE values meet the reliable requirements of values above 0.50, on service quality (0.83), customer trust (0.70), customer satisfaction (0.76) and customer loyalty (0.93). (results can be seen in annex 9 in table 11 and table 12).

Structural Test Analysis

Structural tests on the structural equation model are used to see the relationship between construct variables. The structural model equation can be seen in table 13 (appendix 9) which, the value of R² for each equation serves to show how far the independent variable is able to explain the dependent variable. The first analysis is that Trs(Trust) is influenced by QS (Quality of service) R² of 0.56. This means that 56% of the variant of Trs (Trust) can be explained by the variable QS (Quality of service), while the remaining 44% can be explained by other variables not included in this study.

The second analysis is CS (Customer Satisfaction) influenced by the variable QS (Quality of service), with R² of 0.64. This means that 64% of variants of

KeP (Customer Satisfaction) can be explained by the variable QS (Quality of service), while the remaining 36% can be explained by other variables not included in this study. The third analysis, CL (Customer Loyalty) can be explained together by the variable Trs (Trust), CS (Customer Satisfaction) and QS (Quality of service) with an R² of 0.72. This means that 72% of the variants of L (Customer Loyalty) can be explained by the variables Trs (Trust), CS (Customer Satisfaction) and QS (Quality of service), while the remaining 28% can be explained by other variables not included in this study.

Model Conformity Test Analysis

To see the suitability of all models (goodness of fit) then, there are several criteria that can be used. From the analysis of the suitability of all models in group 1 to group 7, not all tests show a good fit or good fit including Chi Square, RMSEA, ECVI, AIC and CAIC, Fit Index and goodness of fit indicate good fit, while Critical N shows marginal fit. From the results of the analysis, it can be concluded that the suitability of all models still meets the requirements (goodness of fit) because of the 7 groups, 6 groups are still good fit. Furthermore, this research produces the following path diagram:

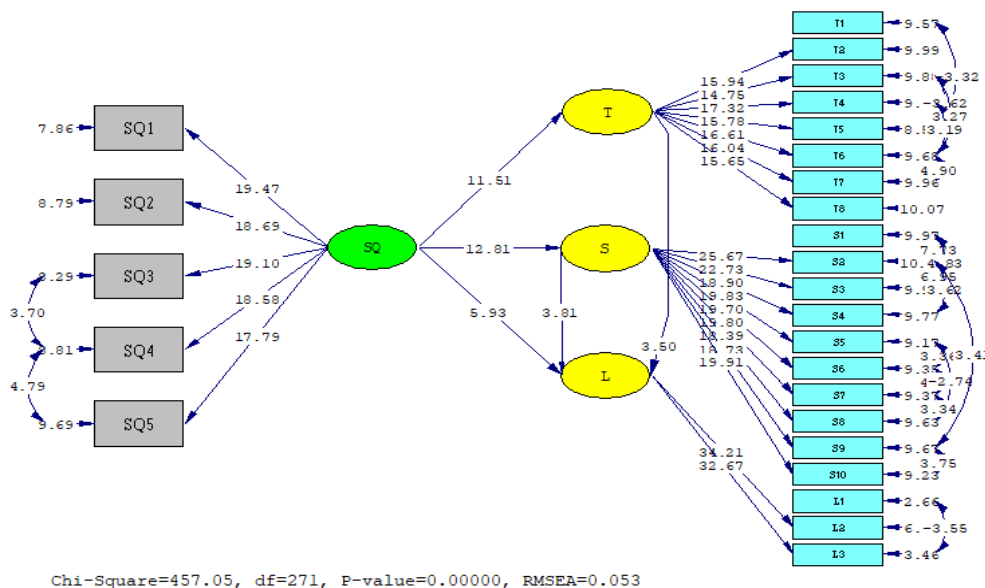


Illustration 2: Path Diagram T-Value

Based on Illustration 2 Path Diagram T-Value, the hypothesis in this study is presented in the following table:

Tabel 1 Pengujian Hipotesis Model Penelitian

Hypothesis	Hypothesis statement	T-Value	Evidence
H ₁	Good service quality will increase customer satisfaction	12.81	Data supports the hypothesis
H ₂	Good quality service will increase customer confidence	11.51	Data supports the hypothesis
H ₃	Good service quality will create customer loyalty	5.93	Data supports the hypothesis
H ₄	High satisfaction will increase customer loyalty	3.81	Data supports the hypothesis
H ₅	High trust will increase customer loyalty	3.50	Data supports the hypothesis

Source: data processing results by SEM Lisrel

Mediation Analysis

In this study will use mediation analysis. As for the mediating variables, namely customer trust and customer satisfaction in bank customers in the Jakarta area. The results of this study will conclude two mediation results, namely the coefficient multiplication method. The first analysis is the testing of research hypotheses showing the influence of customer trust mediation variables between service quality and customer loyalty of bank customers in the Jakarta area. Based on the results of testing the coefficient difference on the research model (Table 1) shows the quality of service has a direct effect on customer trust, with a value of $t = 11.51 (> 1.96)$. Service quality has a direct effect on customer loyalty, with a value of $t = 5.93 (> 1.96)$ and customer trust has a direct effect on customer loyalty, with a value of $t = 3.50 (> 1.96)$. So it can be concluded that customer trust is able to mediate the relationship of service quality to customer loyalty to bank customers in the Jakarta area. It can be said that service quality has a direct effect on customer trust and service quality has an indirect effect on customer loyalty through mediating customer trust. This is commonly called a partial mediation analysis because it can affect directly and indirectly.

Analysis two, namely testing the research hypothesis shows the influence of customer satisfaction mediation variables between service quality on customer loyalty in bank customers in the Jakarta area. Based on the results of testing the coefficient difference on the research model (Table 1) shows the quality of service has a direct

effect on customer satisfaction, with a value of $t = 12.81 (> 1.96)$. Service quality has a direct effect on customer loyalty, with a value of $t = 5.93 (> 1.96)$ and customer satisfaction has a direct effect on customer loyalty, with a value of $t = 3.81 (> 1.96)$. So it was concluded, customer satisfaction was able to mediate the relationship of service quality to customer loyalty to bank customers in the Jakarta area. It can be said that service quality has a direct effect on customer satisfaction and service quality has an indirect effect on customer loyalty through customer satisfaction mediation. This is commonly called a partial mediation analysis because it can affect directly and indirectly.

DISCUSSION

The results of the first hypothesis testing show that service quality affects customer satisfaction in Jakarta. The results of this study are in line with the results of previous studies which stated that service quality has an effect on customer satisfaction, namely in the Tatuil research (2013); Sarker and Uddin (2013); Moraga et al. (2013); Gong and Yi (2020). This shows that good service quality can increase customer satisfaction. Quality of service must be able to meet good quality standards especially in the banking sector which not only focuses on the quality of its products but the quality of services needs to be considered. Bank employees who work attentively, skillfully and have their own initiatives in minimizing customer complaints, the customer's good judgment on services is formed. Good customer

experience with qualified bank employees can lead to customer satisfaction.

Customer satisfaction signifies that their needs and desires are responded well through professional employee services in meeting the expectations of their customers. The high level of customer satisfaction reflects that the quality of bank services can affect customer affection as they feel safe, happy and satisfied using bank services. However, if bank employees do not behave responsiveness, reliability, assurance and do not have empathy in responding to customers, it can create an unpleasant customer experience. The customer feels unsafe to use the services of the bank and ends up feeling dissatisfied with the service he receives.

In the results of hypothesis testing two shows that there is a relationship between service quality and customer trust in Jakarta. The results of this study are in line with the results of previous studies in the study of Moraga et al. (2013) Lien et al. (2014); Choi (2018); Alharthey (2019); whose research concluded that service quality has a positive effect on trust. This can be interpreted as good service quality that can increase customer confidence. Banks must always maintain and improve the quality of their services. Consistency of banks to provide the best service, for customers is very important to maintain their trust. Employees must always be reliable in a variety of situations that involve their work, because employees have a direct relationship in building a good first impression and can lead to customer trust.

If the customer experiences an obstacle to the services provided, the Bank must be able to deal swiftly, precisely and deftly to reduce the discomfort that the customer receives. If bank services are very slow and even unfriendly, customers will feel disappointed and lead to a negative assessment of the quality of the Bank's service itself. An unpleasant customer experience will lead to a decrease in their trust in the Bank. Therefore, through service quality, customers must be able to assess

that the Bank of choice is reliable and very professional so that they deserve their trust. But building trust takes time and develops after repeated meetings with clients.

In the results of hypothesis testing three shows that there is a relationship between service quality and customer loyalty in Jakarta. The results of this study reinforce the results of previous studies conducted by Tatuil (2013); Tanisah and Maftuhah (2015) have stated that service quality has a positive effect on customer loyalty. This means that good service quality can increase customer loyalty. The quality of bank services must be able to meet the expectations of its customers, for the sake of the continuity of long-term relationships that can bring benefits to banks. The customer is willing to remain loyal, because the customer has felt the benefits or good results of the quality of service he received. Customers will not hesitate to build long-term relationships with banks with a quality of service that never disappoints them.

A bank service that is responsive with good reliability and has assurance can create a professional impression on the employees of the bank itself. Customers feel safe, secure and happy if they want to use the services of the bank. Banks with the best service quality will make it very possible for positive word of mouth to occur as a form of customer recommendations to those closest to them. This condition can build a good name for the bank company because more and more new prospective customers can certainly bring big profits to the bank. Customer loyalty provides encouragement to establish mutually beneficial relationships going forward to the bank. Customers do not hesitate to prioritize the bank of their choice as the main choice if they need services that handle the financial sector.

On the results of the fourth hypothesis testing revealed that there is an influence between satisfaction on customer loyalty in Jakarta. Results of previous research Tatuil (2013); Kishada and Wahab (2015); Leninkumar (2017); Alharthey

(2019); Gong and Yi (2020) concluded that satisfaction has a positive effect on loyalty. This can be interpreted that the high level of customer satisfaction can increase customer loyalty. Providing services that are appropriate and in accordance with customer requirements to exceed their expectations, can create a feeling of security using the services of these banks. Customer satisfaction is the strength for each Bank to maintain long-term relationships, so customer satisfaction makes an important element in improving marketing performance.

But on the contrary, customer dissatisfaction with the services of a bank service can lead to disbelief as a result of their unfulfilled expectations and cause them to be disloyal. Customers will compare the quality of competing banks and can choose a bank that would be able to provide more value for them. This condition makes it possible for customers to switch to other competitor banks or it can be said as their disloyal attitude. Customer satisfaction must be the main focus that needs to be considered because customer satisfaction is the main thing for banks to have loyal customers for the success of the bank itself.

Furthermore, the results of the last test stated that there was a relationship between trust and customer loyalty in Jakarta. The results of this study reinforce the results of previous studies conducted by Tatuil (2013); Tanisah and Maftuhah (2015); Leninkumar (2017); Choi (2018) has stated that trust has a positive effect on customer loyalty. This means high trust can increase customer loyalty. Customer loyalty is very important for bank companies to maintain business continuity. The emergence of customer trust, indirectly the company will be able to create loyal customers. This is because the customer feels assured and the emergence of a trust in the performance of the ability of the bank's products or services.

The customer's trust has an influence on loyalty, such as having the intention to repurchase, and repurchase intensity. In

addition, customers will have a tendency to have a positive attitude towards products and service providers such as they will not hesitate to buy other products / other services offered from the same Bank company. In the end this will lead to customer loyalty for the Bank's company for a long period of time.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The results that can be concluded in this study are the consistency of the relationship between variables, which in previous studies showed no consistency in the results of the study. While the results of this study can be concluded that the first is that there is an influence between service quality on customer satisfaction, secondly there is an influence between service quality on customer trust, thirdly there is an influence between service quality on customer loyalty, fourthly there is an influence between satisfaction with loyalty customers and the fifth there is an influence between trust on customer loyalty. Furthermore, satisfaction mediates the relationship between service quality and customer loyalty. The final conclusion shows trust mediates the relationship between service quality and customer loyalty. It can be said in the results of this study that trust and satisfaction are able to jointly mediate the relationship between service quality and banking customer loyalty in Jakarta. While the results of previous studies that support this research, the variable trust and satisfaction together do not mediate the relationship between service quality and customer loyalty.

Limitation

Research limitations refer to several weaknesses in this study. Some limitations contained in this study are that this study only discusses the variables of service quality, customer satisfaction, customer trust and customer loyalty. In addition, the area coverage in this study only examined in

Jakarta and it is possible that respondents filled out questionnaires based on the expected ideal conditions and not the actual conditions that were happening.

Suggestions for Further Research

In further research, it is suggested to be able to add other variables that can influence customer loyalty, satisfaction and trust as other variables can be recommended, namely product quality variables. Future studies can expand the scope of research not only in Jakarta.

Managerial Implications

This study aims to determine the quality of service to customer loyalty through satisfaction and trust in customers in Jakarta. As a customer, of course, they will choose the best bank that is believed to meet their expectations, giving rise to satisfaction and trust. Managerial implications for improving the quality of service that can be proposed is by looking at the dimensions used in this study. Based on the results of this study, the dimension that most influences the quality of service is the tangibles dimension which shows the extent to which physical facilities, equipment and means of communication at the bank can provide good quality service. To improve service quality on this dimension, bank leaders must pay attention to the facilities provided through policies regarding the financial budget issued to finance the facilities and infrastructure needed. Adequate and good quality banking facilities are expected to give a good impression from customers as high quality banks. Facilities and infrastructure must be reviewed and updated facilities that need to be replaced with better quality. In addition, strict sanctions are also given to employees negligent on environmental cleanliness. A healthy, clean environment can create a feeling of comfort, leaving a good impression in terms of the physical (tangible) of the bank so that fasting customers and have the confidence to use the services of the bank again.

The second implication is the customer trust variable, based on the results of this study, the questionnaire that most influences the trust variable is "I am confident when using bank services". To increase customer confidence in using bank services, leaders can create policies in which all employees must take special training to improve the ability of good knowledge in their fields to be able to serve customers well such as providing understanding and information according to customer needs so there is no suspicion so they feel safe when making transactions at the bank.

The third implication is the customer satisfaction variable, based on the results of this study, the questionnaire that most influences the customer satisfaction variable is "the services provided by the bank exceed customer expectations". To increase customer expectations for the services provided by the bank, leaders continue to explore and practice the attitude of professionalism abilities of their subordinates by providing teaching information about their work and up-to-date knowledge materials to improve the knowledge of their subordinates and make regulations regarding the standard of dress style of employees such as polite and clean and develop a friendly attitude. It is important to build the impression of employee professionalism, appearance and good attitude that will bring the impression that the bank services provided are better than those of other banks so that they are expected to exceed customer expectations.

The next implication is the customer loyalty variable, based on the results of this study, the dimension that most influences the customer loyalty variable is the dimension of displacement behavior. To maintain customer loyalty so as not to move to other banks, bank leaders must maintain long-term relationships with customers so that customers are reluctant to turn to other competing banks. In this case bank employees must of course have a caring attitude, high commitment to their work,

and have speed and accuracy in providing services must be improved, because if something goes wrong will cause complaints, and feelings of discomfort. If complaints are not handled properly it can affect the good name of the bank which can impact the attitude of customers who are not loyal.

Leaders can put in place a system of rewards and punishments as well as the importance of fairness in conducting assessments. Bosses can provide rewards for diligent employees who have their own initiatives when working. The applicable reward system is expected to cause employee motivation to work without being instructed first. This condition is expected to gradually grow a sense of caring that makes customers feel themselves well served, because their desires and needs are met properly is expected to lead to customer loyalty.

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