

THE INFLUENCE OF SERVICE QUALITY, CUSTOMER PERCEPTIONS, AND CUSTOMER INVOLVEMENT ON LOYALTY CUSTOMER WITH SATISFACTION AN INTERVENING VARIABLE IN INDOMARET LHOKSEUMAWA CITY

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Abstract

This study aims to determine the influence of service quality, customer perception, and customer involvement on customer loyalty with customer satisfaction as an intervening variable at Indomaret, Lhokseumawe City. This research is categorized as quantitative. The population for this study consists of customer who have made more than one purchased at Indomaret, Lhokseumawe City. The sampling technique used is nonprobability sampling, specially convenience sampling with a sample size of 125 respondents. The study involves three types of variables: the dependent variable (Y), the independent variable (X), and the intervening variable (Z). The dependent variable in this study is customer loyalty. The independent variables are service quality, customer perception, and customer involvement, while the intervening variable is customer satisfaction. The analysis methods employed include validity and reliability tests, classical assumption tests, simple and multiple linear regression analysis, path analysis, and sobel tests, with data performed using SPSS 29.0. The results show that service quality, customer perception, and customer involvement each have a positive and significant effect on customer loyalty. Additionally, customer satisfaction mediates the relationships between service quality and customer loyalty, customer perception and customer loyalty, and customer involvement and customer loyalty.

Keywords: *service quality, customer perception, customer involvement, customer satisfaction, customer loyalty*

1. INTRODUCTION

Along with the development of an increasingly advanced and modern business world in the current era, it is increasingly marked by the presence of various types of companies in the trade sector, both private and government. The development of the retail business in Indonesia is caused by changes in people's income levels and culture, resulting in increasing people's needs. This can have an important impact on Indonesia, namely that it can increase valuable economic growth in the trade sector. The retail business is under intense competition, especially with the emergence of e-commerce as a competitor which has significantly influenced changes in buying habits in contemporary society, therefore in an effort to increase its market share Indomaret is required to pay attention to several factors that influence customer loyalty.

Customer loyalty is defined as a strong commitment on the part of consumers to continue using or purchasing selected goods or services regularly for the foreseeable future, despite possible changes in behavior caused by external factors and marketing initiatives (Ansori et al., 2023). The benefits of maintaining customer loyalty are long-lasting and long-lasting. The longer a customer's loyalty, the more profit the company obtains from a person. Service quality is one of the ways companies use to get more customers (Safitri & Hayati, 2022). This is because service quality is very influential in determining customer satisfaction. The high quality of the service provided can give rise to customer perceptions of satisfaction or dissatisfaction with the service so that it can help to involve other customers to be loyal to the established retail business. Customer perception is an opinion or process carried out by someone to select, organize and interpret information input expressed and received from customers regarding what they feel so as to create a meaningful

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picture (Miranda & Madiawati, 2020). To ensure that customers will continue to have a relationship with the business and that they are considered more than just buyers, or even as potential marketers, customer involvement is a process that involves developing, protecting and maintaining relationships with customers (Ansori et al., 2023). Customer satisfaction is one of the measurements used to determine a person's feelings regarding the feelings of happiness and disappointment that arise after comparing the results of a product that has been considered with the results obtained (Miranda & Madiawati, 2020). Therefore, customer satisfaction as an intervening variable also has an important role in influencing customer loyalty. This is because customer satisfaction can be an intermediary between service quality, customer perception, customer involvement and customer loyalty. The phenomenon mentioned above has piqued the curiosity of researchers and further research is needed with the title "The Influence of Service Quality, Customer Perception, and Customer Involvement on Customer Loyalty with Customer Satisfaction as an *Intervening* Variable at Indomaret, Lhokseumawe City"

2. LITERATURE REVIEW

2.1 Management

Management, according to Zainurossalamia, (2020), is the science and art of controlling how well and efficiently existing resources are used through planning, organizing, directing and controlling actions taken by predetermined individuals with the aim of achieving organizational goals. According to Amruddin et al., (2022) Management is a type of practice that It was previously carried out by several organizations in the past (prehistoric times), but it has a new meaning in the world of education or academics. issued by several organizations in the past (prehistoric times), but has a new understanding of education or academics.

2.2 Marketing

According to marketing experts, marketing is a process in which a group or person carries out activities to fulfill all consumer needs and desires based on offering, creating and exchanging services and goods (Hidayah & Nugroho, 2023). According to Zainurossalamia, (2020) One of the main tasks of an entrepreneur is marketing, where he focuses his energy on ensuring customers for the long-term survival of his company, growing it, and generating the greatest profits or profits.

2.3 Marketing Management

Basically, marketing management is defined as all activities carried out to analyze, plan, implement and manage programs carried out to produce, build and maintain everything related to exchanges that have benefits in accordance with target customers, to achieve industry or company goals (Zusrony, 2021). According to Zainurossalamia, (2021) marketing management is a process of planning and implementing the realization, pricing, promotion and distribution of goods, services and ideas to create exchanges with target groups that meet the organization's service objectives.

2.4 Service Quality

In general, service (*customer service*) is an activity carried out regarding various needs of consumers to provide satisfaction and create a special impression through service. According to Safitri & Hayati, (2022), service quality is related to the extent to which consumers' expectations and the reality of the services they receive are in harmony so that five main indicators of service quality can be identified, namely: reliability, responsiveness, assurance, empathy, and *tangibles*.

2.5 Customer Perception

Sapulette et al., (2023) argues that, "Customer perception is defined as a direct action that highlights individual and household behavioral issues in the process of making decisions before making a purchase as well as actions that involve obtaining, using, consuming and disposing of

products or services." Perception is a process carried out by individuals to select, organize and interpret information input in order to produce a meaningful and reasonable picture of the world (Miranda & Madiawati, 2020). Indicators of perception are service quality, ease of shopping, product satisfaction, customer experience, and communication and relationships.

2.6 Customer Involvement

Customer loyalty is also influenced by customer involvement. Customer involvement also influences customer loyalty. Ansori et al., (2023), customer involvement is the process of cultivating, retaining, and nurturing customers to ensure that customers will continue to have a relationship with a company and that they are understood as more than just buyers that is, as marketers of the company. According to Srisusilawati et al., (2023) customer involvement or *consumer engagement*, it is the level of personal interest that is felt or interest that is aroused by stimuli that are reflexively felt from a product or service under certain conditions which is produced by strong motivation. Involvement will be activated by several factors such as people, objects and situations. Indicators of customer involvement are enthusiasm, attention, absorption, interaction, and identification.

2.7 Customer Loyalty

A consumer is considered loyal or faithful if they regularly make purchases or meet certain conditions, such as a minimum of two purchases within a certain period (Wardhana, 2024). Customer loyalty is the main foundation in maintaining a competitive advantage. According to Ansori et al., (2023)"Customer loyalty is a strong commitment from customers to re-subscribe or repurchase selected products/services regularly in the future, even though the influence of situations or circumstances and marketing efforts have the potential to cause changes in customer behavior to switch". According to Ansori et al., (2023)Indicators that can be used to measure loyalty include: *repeat* purchases, retention, referrals, purchases between product and service lines, and immunity.

2.8 Customer Satisfaction

According to Wardhana, (2024) customer satisfaction, it refers to how satisfied consumers are with the goods or services they buy or obtain from a business or organization. This includes aligning client expectations with the results of using the company's or organization's goods or services. According to Fathurohman & Safitri, (2022)satisfaction is the key to building profitable relationships with consumers, to retain and grow consumers and to accumulate good lifetime value to customers. Indicators of customer satisfaction are: product quality, service quality, product price, product advertising, and ease of product access.

2.9 Conceptual Framework

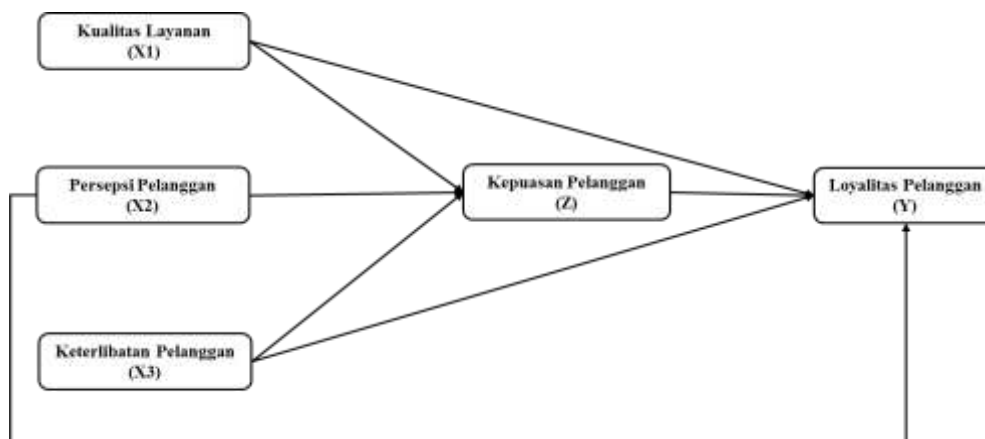


Figure 2. 1 Conceptual Framework

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Where :

- X : Independent variables namely Service Quality, Customer Perception, Involvement Customer
- Y : The dependent variable is Customer Loyalty
- Z : The *intervening variable* is Customer Satisfaction
- : Influence

2.10 Hypothesis Development

2.10.1 The Relationship between Service Quality and Customer Satisfaction

Consumer satisfaction is one of the keys to increasing company profits. Therefore, companies need to create quality services to achieve the company's goal of satisfying customers. This means that there is a relationship where service quality is used to measure the level of customer satisfaction, and satisfaction has an influence on repurchase interest as a way to make customers stick with the company's products or services. As stated Safitri & Hayati (2022), customer quality is an effort to meet customer expectations. Therefore, customer quality is generally influenced by customer satisfaction to maintain and satisfy customers. This statement was strengthened in research conducted by Amboningtyas & Hasiholan (2020), with data collected through a survey method, the results of which showed that service quality partially had a positive and significant effect on customer satisfaction. This means that customer quality is generally influenced by customer satisfaction to maintain and satisfy customers.

H1: "Service quality has a significant influence on loyalty through customer satisfaction."

2.10.2 The Relationship between Service Quality and Customer Loyalty

In the conceptual model, Tjiptono claims that profits are influenced by service quality. According to this model, service quality influences two different strategies: aggressive marketing, which aims to retain clients, and defensive marketing, which aims to generate profits. Customer loyalty to a company's products can be fostered by the quality of service they receive (Safitri & Hayati, 2022). The explanation above was strengthened in research conducted by Ansori et al., (2023), with data collected through a questionnaire method, the results of which show that service quality partially has a positive and significant effect on customer loyalty. This means that customer loyalty is generally influenced by the quality of service provided to customers to retain customers.

H2: "Service quality has a significant influence on customer loyalty".

2.10.3 The Relationship between Customer Perception and Customer Satisfaction

In general, customer perception is an important component in binding a customer relationship with a business. The more customers are satisfied with the products being sold, the better the business will develop (Basirang & Aprianti, 2021). This is because customer perceptions can influence purchasing decisions and customer willingness to use the products or services offered by the company. The explanation above is reinforced in research conducted by Sapulette et al., (2023), with data collected through survey methods, the results of which show that overall customer perception has a positive and significant effect on customer satisfaction. This means that good customer satisfaction can be influenced by each customer's perception of what the company provides to customers to create each customer assessment.

H3: "Customer perception has a significant influence on customer loyalty through customer satisfaction."

2.10.4 The Relationship between Customer Perception and Customer Loyalty

According to Miranda & Madiawati, (2020), loyal customers will have a strong emotional bond with the business. Customers will be loyal to the business because of this emotional bond, which also motivates them to continue purchasing products and providing recommendations. This is due to the customer's perception of the indicators or dimensions of the company which

encourage the customer's assessment of the product in the form of goods or services that will be perceived. In general, this creates advantages for the company to create new customers. The explanation above is reinforced in research conducted by Charolina (2020), with data collected through survey methods, the results of which show that perception has a positive and significant effect on customer loyalty. This means that customer loyalty is created from customer perceptions on the basis that is influenced by everything the company does.
H4: "Customer perception has a significant influence on customer loyalty".

2.10.5 The Relationship between Customer Involvement and Customer Satisfaction

Customer satisfaction is created to provide profits for the company. Because basically customer satisfaction is a person's level of feeling when comparing performance compared to expectations. According to Ansori et al., (2023), customer involvement is built based on indicators so that indirectly customer involvement can be formed through customer satisfaction. The explanation above is reinforced in research conducted by Dhasan et al., (2021), with data collected through the interview method, the results of which show that customer involvement has a relationship that has a positive and significant effect on customer quality. This means that customer involvement can generally influence the quality of service so that it is able to satisfy customers.
H5: "Customer involvement has a significant influence on customer loyalty through customer satisfaction."

2.10.6 The Relationship between Customer Involvement and Customer Loyalty

Basically customer Involvement focuses actively on the involvement of the customer's own initiatives. This teaches that each customer will provide a response that recommends other customers to buy other brands in the same company (Dhasan et al., 2021). In general, customer involvement has a positive effect on customer loyalty because basically customer involvement will provide a recommendation to other parties to want to buy the same brand. The explanation above was reinforced in research conducted by Ansori et al., (2023), with data collected through a questionnaire method, the results of which show that customer involvement has a positive and significant effect on customer loyalty. This means that customer loyalty is naturally influenced by customer involvement so that everything provided by related parties to customers is able to create customer defense.
H6: "Customer involvement has a significant influence on customer loyalty".

2.10.7 The Relationship between Customer Satisfaction and Customer Loyalty

A customer is someone who has used a product in the form of goods or services so that the customer can assess their own level of satisfaction with the use of the company's products. Tjiptono emphasized that a number of important factors, including growing customer loyalty, increasing customer satisfaction, reducing price elasticity, reducing future transaction costs, and increasing employee productivity and efficiency in the organization, are all influenced by customer satisfaction (Safitri & Hayati, 2022). So customer satisfaction can determine whether a customer wants to become a loyal customer or be loyal to the company providing the products and services. The explanation above is reinforced in research conducted by (Slack et al., 2020), customer loyalty is positively and significantly influenced by consumer happiness, according to data collected using a questionnaire approach. This implies that, in general, consumer loyalty can influence customer satisfaction to delight and retain customers.
H7: "Consumer satisfaction has a significant influence on customer loyalty".

3. IMPLEMENTATION METHOD

This research uses a type of quantitative research, namely research in the form of numbers that can be calculated. This research uses the PATH (path) analysis method. The population in this research is all Indomaret customers in Lhokseumawe City who have the criteria of having purchased more than once. The number of indicators in this research was 25 indicators. According to Hair *et al*, (2021), determining a sample in this study depends on the number of indicators

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multiplied by 5 to 10. This the number of samples in this study is 25 indicators x 5 = 125 samples (minimum sample). The sampling technique used is a *coincidence sampling approach*. The model in this research was analyzed with SPSS 29.0. The data source in this research is primary data by compiling questionnaire statements which are distributed directly to customers and calculated using a Likert measurement scale.

4. RESULTS AND DISCUSSION

4.1 Validity and Reliability Test

Validity and reliability testing are two forms of testing carried out on data collected from research equipment. To carry out a validity test, the calculated r value is compared with the r_{table} for degrees of freedom (df) = n-2, where n is the number of samples. When $\alpha = 0.05$ and large (df) = 125-2, the result is 123 and r_{table} is 0.176.

Table 4.1
Validity Test Results

Service Quality Variable (X1)			
Statement	r_{count}	r_{table}	Validity
1	0.754	0.176	Valid
2	0.747	0.176	Valid
3	0.771	0.176	Valid
4	0.795	0.176	Valid
5	0.761	0.176	Valid
Customer Perception Variable (X2)			
Statement	r_{count}	r_{table}	Validity
1	0.800	0.176	Valid
2	0.734	0.176	Valid
3	0.786	0.176	Valid
4	0.654	0.176	Valid
5	0.845	0.176	Valid
Customer Involvement Variable (X3)			
Statement	r_{count}	r_{table}	Validity
1	0.801	0.176	Valid
2	0.738	0.176	Valid
3	0.770	0.176	Valid
4	0.724	0.176	Valid
5	0.818	0.176	Valid
Customer Loyalty Variable (Y)			
Statement	r_{count}	r_{table}	Validity
1	0.755	0.176	Valid
2	0.803	0.176	Valid
3	0.837	0.176	Valid
4	0.775	0.176	Valid
5	0.768	0.176	Valid
Customer Satisfaction Variable (Z)			
Statement	r_{count}	r_{table}	Validity
1	0.721	0.176	Valid
2	0.816	0.176	Valid
3	0.773	0.176	Valid
4	0.793	0.176	Valid
5	0.505	0.176	Valid

Source: Processed data, 2024

From table 4.14 it shows that the calculated r value is greater than the r table 0.176 so it can be concluded that each statement item X_1 , X_2 , X_3 , Y, and Z

Reliability tests show the level of stability, gaps and accuracy of a measuring instrument or this test is used to determine the extent to which a person's answers are relatively consistent when repeated measurements. According to (Faradiba, 2020) the reliability instrument, it is said to be reliable for measuring a variable if it has an *alpha value* >0.6, meaning the variable is reliable/trustworthy.

Table 4.2
Reliability Test Results

Variable	Cronbach's Alpha	Alpha Standard	Information
Service Quality	0.822	0.60	Very Reliable
Customer Perception	0.821	0.60	Very Reliable
Customer Involvement	0.828	0.60	Very Reliable
Customer Loyalty	0.844	0.60	Very Reliable
Customer satisfaction	0.771	0.60	Reliable

Source: Processed data, 2024

From table 4.15 it shows that the *Cronbach's Alpha value* of each variable consisting of service quality, customer perception, customer involvement, customer loyalty and customer satisfaction is above 0.60 (>0.60) which means that the data obtained from each answer respondents to questionnaires in research can be relied upon or are reliable and trustworthy.

4.2 Normality Test

Table 4.3
Normality Test Results

<i>One Sample Kolmogorov-Smirnov Test</i>			
		<i>Unstandardized Residual Satisfaction Customer</i>	<i>Unstandardized Residuals Customer Loyalty</i>
N		125	125
<i>Normal Parameters</i>	<i>Mean</i>	.0000000	.0000000
	<i>Std. Deviation</i>	1.34113744	1.08848482
	<i>Most Extreme Differences</i>		
	<i>Absolute</i>	.076	.075
	<i>Positive</i>	.041	.042
	<i>Negative</i>	-.076	-.075
<i>Statistical Tests</i>		.076	.075
<i>Asymp. Sig (2-tailed)</i>		.071	.084

Source: Processed data, 2024

From the results of the data above showing the *Unstandardized Residual Kolmogorov - Smirnov equation*, it can be seen that in the *Asymp column. Sig. (2-tailed)* has values of 0.071 and 0.084, which means it is above 0.05. So it can be concluded that the data is normally distributed, and meets the normality assumption test.

4.3 Linearity Test

Table 4.4
Linearity Tests

Variable	Significance	Information
X1-Y	0.204	Linear
X2-Y	0.080	Linear
X3-Y	0.136	Linear
Y-Z	0.070	Linear

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Source: Processed data, 2024

In accordance with this data, it can be seen from the table that *Tolerance* has a value of > 0.05, so the conclusion is that the data has a linear distribution.

4.4 Simple and Multiple Linear Regression Analysis

1. Regression Analysis Equation I

Table 4.5
Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	
(Constant)	0.492	0.990		0.497	0.620
Service Quality	0.302	0.073	0.309	4,142	<0.001
Customer Perception	0.227	0.076	0.217	2,997	0.003
Customer Involvement	0.420	0.077	0.429	5,436	<0.001

a. *Dependent Variable:* Customer Satisfaction

Source: Research Results, 2024

Based on Table 4.18 above, the equation is written as follows:

$$Z = 0.492 + 0.309X_1 + 0.217X_2 + 0.429X_3 + e$$

2. Regression Analysis Equation II

Table 4.6
Multiple Linear Regression Tables

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	2,026	0.807		2,509	0.013
Service Quality	0.240	0.063	0.265	3,787	<0.001
Customer Perception	0.350	0.064	0.360	5,472	<0.001
Customer Involvement	0.177	0.070	0.194	2,518	0.013
Customer satisfaction	0.162	0.074	0.174	2,184	0.031

a. *Dependent Variable:* Customer Loyalty

Source: Research Results, 2024

Based on Table 4.19 above, the equation is written as follows:

$$Y = 2.026 + 0.265X_1 + 0.360X_2 + 0.194X_3 + 0.174Z + e$$

3. Regression Analysis Equation III

Table 4.7
Simple Linear Regression Analyzes

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
(Constant)	5,625	0.955		5,889	<0.001
Customer satisfaction	0.782	0.045	0.841	17,259	<0.001

a. *Dependent Variable:* Customer Loyalty

Source: Research Results, 2024

Based on Table 4.20 above the equation is written as follows:

$$Y = 5.625 + 0.841Z + e$$

4.5 T Test (Partial)

At the significance level $\alpha = 0.5$, with the formula: $df = n - k = 125 - 5 = 123$. So, we get the t_{table} value = 1.979, where: n = number of samples and k = number of variables. The partial test results obtained in this study are:

Table 4.8
T Test Results for Sub Structure 1

		<i>Coefficients^a</i>				
		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.492	0.990		0.497	0.620
	Service Quality	0.302	0.073	0.309	4,142	<0.001
	Customer Perception	0.227	0.076	0.217	2,997	0.003
	Customer Involvement	0.420	0.077	0.429	5,436	<0.001

b. *Dependent Variable:* Customer Satisfaction

Source: Research Results, 2024

Based on the data above, the results of the t test can be seen from the calculated t_{count} and its significance. This shows that if the calculated t value is greater than t_{table} or sig is less than 0.05, then the alternative hypothesis which states that each independent variable influences the dependent variable separately accepted. The explanation is as follows:

- a. The influence of service quality on customer satisfaction was obtained $t_{count} = 4.142 > t_{table} = 1.979$ with $sig = <0.001 < 0.05$, which means that the research hypothesis states that "service quality has a significant effect on customer satisfaction" or **H₁ is accepted.**
- b. The influence of customer perception on customer satisfaction was obtained $t_{count} = 2.997 > t_{table} = 1.979$ with a total of $sig = 0.003 < 0.05$, which means that the research hypothesis states that "customer perception has a significant effect on customer satisfaction" or **H₂ is accepted.**
- c. The influence of customer involvement on customer satisfaction was obtained $t_{count} = 5.436 > t_{table} = 1.979$ with a total $sig = <0.001 < 0.05$, which means that the research hypothesis states that "customer involvement has a significant effect on customer satisfaction" or **H₃ is accepted.**

Table 4.9
T Test Results for Sub Structure 2

		<i>Coefficients^a</i>				
		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	2,026	0.807		2,509	0.013
	Service Quality	0.240	0.063	0.265	3,787	<0.001
	Customer Perception	0.350	0.064	0.360	5,472	<0.001
	Customer Involvement	0.177	0.070	0.194	2,518	0.013
	Customer satisfaction	0.162	0.074	0.174	2,184	0.031

a. *Dependent Variable:* Customer Loyalty

Source: Research Results, 2024

Based on the data above, the results of the t test can be seen from the calculated t_{count} and its significance. This shows that if the t_{value} is greater than t_{table} or sig is less than 0.05, then the alternative hypothesis which states that each independent variable influences the dependent variable independently accepted and has the following justification:

- a. The influence of service quality on customer loyalty was obtained $t_{count} = 3.787 > t_{table} = 1.979$ with $sig = <0.001 < 0.05$, which means that the research hypothesis states that "service quality has a significant effect on customer loyalty" or **H₁ is accepted.**

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- b. The influence of customer perception on customer loyalty was obtained $t_{count} = 5.472 > t_{table} = 1.979$ with $sig = <0.001 < 0.05$, which means that the research hypothesis states that "customer perception has a significant effect on customer loyalty" or **H₂ is accepted**.
- c. The influence of customer involvement on customer loyalty was obtained $t_{count} = 2.518 > t_{table} = 1.979$ with $sig = 0.013 < 0.05$, which means that the research hypothesis states that "customer involvement has a significant effect on customer loyalty" or **H₃ is accepted**.
- d. The influence of customer satisfaction on customer loyalty was obtained $t_{count} = 2.184 > t_{table} = 1.979$ with $sig = 0.031 < 0.05$, which means that the research hypothesis states that "customer involvement has a significant effect on customer loyalty" or **H₄ is accepted**.
- e.

4.6 F Test (Simultaneous)

The F test aims to measure the effect the independent variable and the dependent variable together by calculating the comparison between f_{count} and f_{table} in SPSS calculations or the significance value is <0.05 .

Table 4.10
F tests (simultaneous) 1

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	835,399	3	278,466	151,074	0,000 ^b
	Residual	223,033	121	1,843		
	Total	1058.432	124			

a. *Dependent Variable:* Customer Satisfaction

b. *Predictors:* (Constant), Customer Involvement, Customer Perception, Service Quality

Source: Research results, 2024

The results of the f test show that the significance value is 0.000, meaning that *the sig value* <0.05 where this result occurs by chance is very low, so it can be concluded that the high level of confidence of the model really explains variations in customer satisfaction and it can be concluded that the regression model which involves service quality variables (X_1), customer perception (X_2), and customer involvement (X_3) which together or simultaneously have a significant effect on the customer satisfaction variable (Z).

Table 4. 11
F tests (simultaneous) 2

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	766,797	4	191,699	156,580	<0.001 ^b
	Residual	146,915	120	1,224		
	Total	913,712	124			

a. *Dependent Variable:* Customer Loyalty

b. *Predictors:* (Constant), Customer Satisfaction, Customer Perception, Service Quality, Customer Involvement

Source: Research results, 2024

The results of the f test show that the significance value is <0.001 , meaning that the *sig value* is <0.05 where this result occurs by chance and is very low, so it can be concluded that the high level of confidence of the model really explains variations in customer loyalty and can be concluded that the regression model involving service quality variables (X_1), customer perception (X_2), and customer involvement (X_3) and customer satisfaction together or simultaneously have a significant effect on the customer loyalty variable (Y).

4.7 Correlation Coefficient and Determinant Coefficient

Table 4. 12

Correlation Coefficient and Determination Coefficient (R^2) Model 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.888 ^a	0.789	0.784	1,358

a. Predictors: (Constant), Customer Involvement, Customer Perception, Service Quality

Source: Research Results, 2024

From the table above it can be explained that the determination value (R^2) is the squared result of the R value which is also called a correlation coefficient value of **0.888**, meaning that there is a **very strong** relationship (criteria $> 0.75 - 1$) between service quality, customer perception, and involvement with customer satisfaction. So, if calculated: $0.888 \times 0.888 = 0.789$ means that **88.8%** of the high and low levels of customer satisfaction at Indomaret in Lhokseumawe City can be explained by service quality, customer perception and involvement with customer satisfaction, while the remaining **11.2%** is explained by factors. other. Also, value $e1 = \sqrt{(1 - R \text{ Square})} = \sqrt{(1 - 0,789)} = 0,459$.

Table 4. 13

Correlation Coefficients and Determination Coefficients (R^2) Model 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.916 ^a	0.839	0.834	1,106

a. Predictors: (Constant), Customer Involvement, Customer Perception, Service Quality

Source: Research Results, 2024

From the table above it can be explained that the determination value (R^2) is the squared result of the R value which is also called a correlation coefficient value of **0.916**, meaning that there is a **very strong** relationship (criteria $> 0.75 - 1$) between service quality, customer perception, and involvement with customer satisfaction. So, if calculated: $0.916 \times 0.916 = 0,839$ means that the high and low customer satisfaction at Indomaret Lhokseumawe city of **83.9%** can be explained by service quality, customer perception and involvement and customer satisfaction with customer loyalty, while the remaining **16.1%**. is explained by other factors. Also, value $e2 = \sqrt{(1 - R \text{ Square})} = \sqrt{(1 - 0,839)} = 0,401$.

Table 4. 14

Correlation Coefficients and Determination Coefficients (R^2) Model 3

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.841 ^a	0.708	0.705	1,473

a. Predictors: (Constant), Customer Satisfaction

Source: Research results, 2024

From the table above it can be explained that the determination value (R^2) is the squared result of the R value which also has a correlation coefficient value of **0.841**, meaning that there is a **very strong** relationship (criteria $> 0.75 - 1$) between service quality, customer perception and involvement with customer satisfaction. So, if calculated: $0.841 \times 0.841 = 0,708$ means that the high and low customer satisfaction at Indomaret Lhokseumawe city of **70.8%** can be explained by service quality, customer perception and involvement and customer satisfaction with customer loyalty, while the remaining **29.3%**. is explained by other factors. Also, value $e3 = \sqrt{(1 - R \text{ Square})} = \sqrt{(1 - 0,708)} = 0,540$.

4.8 Path Analysis Model (*path analysis*)

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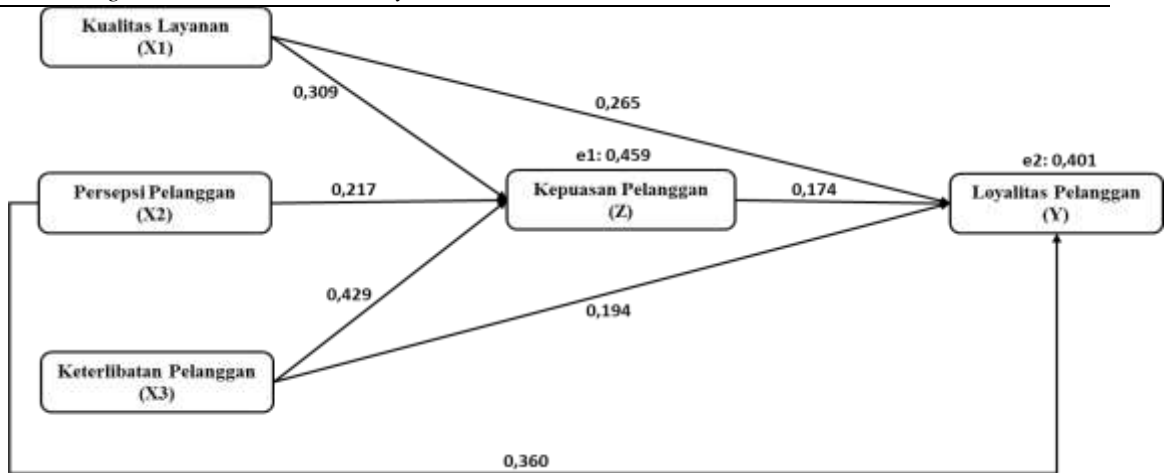


Figure 4.1 Structural Model

Source: Research Results, 2024

$$Z = 0.492 + 0.309X_1 + 0.217X_2 + 0.429X_3 + 0.459$$

$$Y = 2.026 + 0.265X_1 + 0.360X_2 + 0.194X_3 + 0.174Z + 0.401$$

4.9 Sobel Test

Table 4.15 Path Analysis Results

Direct Influence	B	Std. Error	Q	P value/sig	Conclusion	Adj. R ²
X ₁ → Z	0.309	0.073	4,142	<0.001	Significant	0.784
X ₂ → Z	0.217	0.076	2,997	0.003	Significant	
X ₃ → Z	0.429	0.077	5,436	<0.001	Significant	
X ₁ → Y	0.265	0.063	3,787	<0.001	Significant	0.834
X ₂ → Y	0.360	0.064	5,472	<0.001	Significant	
X ₃ → Y	0.194	0.070	2,518	0.013	Significant	
Z → Y	0.174	0.074	2,184	0.031	Significant	

Source: Research results, 2024

$$Sab = \sqrt{b^2sa^2 + a^2sb^2 + sa^2sb^2}$$

P1: Known: b = 0.174; sa = 0.073; a = 0.309; sb = 0.074

P2: Known: b = 0.174; sa = 0.076; a = 0.217; sb = 0.074

P3: Known: b = 0.174; sa = 0.077; a = 0.429; sb = 0.074

5. DISCUSSION

5.1 The Effect of Service Quality on Customer Loyalty Through Customer Satisfaction

The statistical value of the Sobel test and the results of the Path Analysis Method research show that the first hypothesis (H₁) is **accepted**. The results of the hypothesis test show that the Service Quality variable has a calculated t_{count} of 2.013 > t_{table} 1.979, an *intervening* coefficient of 0.054, and a significant value (<0.001) smaller than the selected significance threshold of 0.050. This shows that there is a positive and quite large influence between Service Quality (X₁) on Customer Satisfaction (Z) and Customer Loyalty (Y).

5.2 The Effect of Service Quality on Customer Loyalty

The second hypothesis (H₂) is **accepted** based on the results of the Sobel Statistical Test and hypothesis testing using the Path Analysis Method. Based on the results of the hypothesis test, there is a significant difference (<0.001) between the Service Quality variable and the Customer Loyalty (Y) variable. The test results also show that there is a significant relationship (t_{count} 3.787 <

$t_{\text{table}} 1.979$) between Service Quality (X_1) and Customer Loyalty (Y). Thus, it can be said that there is a beneficial influence from these two factors.

5.3 The Influence of Customer Perception on Customer Loyalty through Customer Satisfaction

The third hypothesis (H_3) **is accepted**, this shows that the resulting hypothesis test is in accordance with the calculation results of the Path Analysis Method and the output value of the Sobel Test Statistics. The Service Quality variable has a significant value (0.003) which is smaller than the significance threshold used (0.050) according to the results of the hypothesis test. The calculated t_{count} of $2.263 > t_{\text{table}} 1.979$ is the result and the *intervening* coefficient is 0.076. This shows that there is a positive and quite large influence from customer perception (X_2) on customer loyalty (Y) through customer satisfaction (Z).

5.4 The Influence of Customer Perception on Customer Loyalty

By using the Path Analysis Method and the output value of the Sobel Test Statistics, the hypothesis test shows that the fourth hypothesis (H_4) is accepted. The findings of the hypothesis test show that the Service Quality variable has a significance value (<0.001) which is smaller than the significance threshold used, namely 0.050. These findings show that customer loyalty (Y) and meaningful customer perceptions (X_2) have an influence ($t_{\text{count}} 5.472 > t_{\text{table}} 1.979$). Thus, it can be concluded that the degree of customer loyalty is greatly influenced by perceptions of them, and that consumers pay special attention to the suitability of their desires when making purchases. both goods and services has a large beneficial impact on perceptions of loyalty.

5.5 The Effect of Customer Involvement on Customer Loyalty through Customer Satisfaction

The fifth hypothesis test (H_5) **was accepted**, based on the results of calculating the statistical value of the Sobel Test and hypothesis testing using the Path Analysis Method. The Service Quality variable has a significant value (<0.001) which is smaller than the significance threshold used, namely (0.050), based on the results of the hypothesis test. These results can be interpreted, indicating that customer involvement (X_3) on customer loyalty (Y) through consumer satisfaction (Z) has a strong and positive influence, because the calculated t_{count} is $2.137 > t_{\text{table}} 1.979$ and the *intervening coefficient* is 0.077. Thus, it can be said that customer involvement influences customer loyalty at Indomaret, Lhokseumawe City.

5.6 The Effect of Customer Involvement on Customer Loyalty

The sixth hypothesis (H_6) **is accepted** which is the subject of hypothesis testing, based on the results of the Sobel Test Statistical values and hypothesis testing using the Path Analysis Method. The Service Quality variable has a significant value (0.013) based on the results of hypothesis testing, which is smaller than the significance threshold used, namely 0.050. The results of $t_{\text{count}} 2.518 > t_{\text{table}} 1.979$ show that there is a relationship between customer loyalty (Y) and customer involvement (X_3). This it can be said that these two variables make a significant contribution to the expected results. The degree of customer loyalty is greatly influenced by customer involvement in various activities such as providing discounts, where the relationship that exists between a business and its customers will influence the decision to buy goods or services.

5.7 The Influence of Consumer Satisfaction on Customer Loyalty

By using the Path Analysis Method for hypothesis testing and the output value of the Sobel Test Statistics, it was determined that the seventh hypothesis (H_7) **was accepted**. The Service Quality variable has a significant value (0.031) according to the hypothesis test findings, which is less than the significance threshold used (0.050). These findings show that there is a relationship between customer loyalty (Y) and consumer satisfaction (Z), or $t_{\text{count}} 2.189 > t_{\text{table}} 1.979$. Thus, it can be concluded that these two factors have an important and beneficial impact. Important results

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are also obtained when the variable Customer Satisfaction (Z) is provided for mediation. In short, increased customer satisfaction will likely result in increased customer loyalty.

6. CONCLUSION

6.1 Conclusion

The conclusion of this research is that service quality, customer perception, and customer involvement have a positive and significant effect on customer loyalty. And customer satisfaction is able to mediate between service quality, customer perception, and customer involvement on customer loyalty.

6.2 Suggestion

1. It is hoped that Indomaret Lhokseumawe City will improve customer involvement. This is because the customer involvement variable has the highest regression coefficient, indicating that the influence of customer involvement on customer loyalty is very strong. Even though the level of significance is not the lowest, the high regression coefficient value shows that improvements to this variable can have a significant impact on increasing customer loyalty.
2. It is hoped that future researchers will carry out tests with adding independent variables other than service quality, customer perception, and customer involvement such as promotions, prices, and so on which can strengthen the findings of customer satisfaction and customer loyalty.

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