

# THE EFFECT OF SERVICE QUALITY AND RELATIONSHIP MARKETING ON CUSTOMER SATISFACTION AND THEIR IMPACT ON CUSTOMER LOYALTY AT MAYO DIET MEDAN CATERING

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## Abstract

Globalization brings changes to human lifestyles from bad to better, from not prioritizing health to making health a priority in one's life. Health can be obtained in several ways, one of which is maintaining food intake to avoid consuming food carelessly in the sense of fatty and containing high cholesterol. Mayo Diet Medan provides health food products by not consuming rice and salt for a specified time, in order to control electrolyte and water levels in the body to facilitate the destruction of bad fats and processing fat into energy for daily activities. Mayo Diet Medan is one of the health food catering located in the city of Medan. The purpose of this study was to determine the effect of physical evidence, reliability, responsiveness, assurance, empathy and relationship marketing on customer satisfaction and its impact on customer loyalty Mayo Diet Medan. This type of research is Descriptive Quantitative. This study used the Proposive sampling method to collect data from 86 respondents with a sample using the Slovin formula. The data analysis method used was path analysis using SPSS software. The results of the study show that sub-model I shows that service quality consisting of reliability, responsiveness, assurance has a positive and significant influence on Customer Satisfaction. Service quality in the form of empathy has a positive but insignificant influence on customer satisfaction, and for the physical evidence variable has a negative but insignificant influence on customer satisfaction at Mayo Diet Medan. Relationship Marketing has a positive and significant influence on Customer Satisfaction at Mayo Diet Medan. From the results of the study conducted in sub-model II shows that the service quality variable consisting of physical evidence, reliability, assurance and empathy has a positive and significant influence on loyalty. The service quality variable in the form of responsiveness has a negative but insignificant influence on customer loyalty. Relationship marketing has a positive and significant influence on customer loyalty. And customer satisfaction has a positive and significant influence on customer loyalty. From the results of the study conducted shows that service quality consisting of reliability, responsiveness, assurance, empathy has a positive influence on customer loyalty through Customer Satisfaction at Mayo Diet Medan. Physical evidence has a negative influence on customer loyalty through customer satisfaction because Mayo Diet Medan has provided the best raw materials and has its own operational standards regarding employee appearance and neatness.

**Keywords : Service Quality, Relationship Marketing, Customer Satisfaction, and Customer Loyalty**

## 1. INTRODUCTION

In nutrition, diet refers to the food a person consumes and also refers to the intake of certain nutrients for health. Diets can vary depending on culture, culture, and religion. In Indonesia, the word "diet" is often associated with efforts to lose weight by restricting food intake. One popular diet method recently is the Mayo diet, also known as the no-salt diet. This diet, first introduced by the Mayo Clinic in the United States, lasts for 13 days and involves reducing the intake of salt, rice, and ice. To implement the Mayo diet, there are certain preparations that must be made, including menu planning and understanding the dos and don'ts. Mayo Diet Medan is a catering provider for the Mayo diet that focuses on quality service, cleanliness, and menu variety to attract customer loyalty. Service quality is expressed through the difference between customer expectations and experience. Mayo Diet Medan's management acknowledges that their service still needs improvement, although it is currently considered good. Some customer complaints include uncomfortable facilities, poor cleanliness, slow response times to consultations, and a lack of empathy and trust from employees towards customers.

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Customer satisfaction at Mayo Diet Medan is measured by timely delivery, thorough explanations, food hygiene, and accurate calorie intake. Customer loyalty is measured by recommendations, resistance to competitor promotions, diet adherence, and the most expensive package. Service quality is the difference between customer expectations and the actual service received. If a service exceeds expectations, it is considered good quality; if it does not, it is considered poor. Service involves interactions that add value to customers (Ginting, 2020). The goal is to achieve customer satisfaction, as evidenced by a reduction in complaints. Service is also intangible, and customers participate in the process. According to Sitompul (2013), services are intangible and perishable activities that can be experienced rather than possessed, with active consumer participation. Kotler and Keller (2007) state that services are actions that do not result in ownership. According to Kotler (2009), service characteristics include: intangibility, inseparability, variability, and perishability. Services must be tailored to specific circumstances and last for a limited time.

Quality is a crucial element in business, including service businesses. In research, quality must be operationally defined so that it can be measured. Service quality is the extent to which a service meets consumer expectations, assessed based on a comparison between expectations and actual consumer experiences. According to Kotler (2009), quality is the totality of features and characteristics of a product or service that satisfy needs. Kotler and Keller (2009) describe five service quality attributes (SERVQUAL): reliability, responsiveness, assurance, empathy, and tangibles. Service quality is assessed by the extent to which reality meets customer expectations. SERVQUAL is a tool for measuring customer perceptions of service quality, encompassing five distinct dimensions. Marketing is a crucial factor for a company's success, connecting sellers and buyers. Marketing activities involve individuals and groups who offer or need products. Relationship marketing is a strategy for gaining competitive advantage and retaining customers in the long term (Kotler, 2009). It involves building intimacy with consumers through two key dimensions: trust and familiarity. Trust is built through harmonious relationships, mutual acceptance, and ease of communication.

Customer satisfaction is a person's feeling after comparing perceived performance with expectations. The level of satisfaction depends on the difference between perceived performance and expectations (Oliver, 2006). Customers can be disappointed if performance falls below expectations, satisfied if it meets expectations, and highly satisfied if it exceeds expectations. Today, customers choose products based on the value offered. Satisfaction enhances the relationship between companies and customers, encouraging repeat purchases, loyalty, positive recommendations, a good corporate reputation, and increased profits (Tjiptono, 2009). Loyalty is a commitment to continue purchasing or subscribing to a product or service in the future, despite influences that can change behavior. Customer satisfaction influences subsequent purchasing decisions; satisfied customers tend to repurchase and provide positive recommendations (Lupiyoadi, 2009). Consumer loyalty stems from ongoing satisfaction and positive recognition of the company. Customer loyalty is crucial to a store's marketing success and sustainability, and can increase company profits (Anuwichanont, 2011). Characteristics of loyal customers include repeat purchases, purchasing from a variety of products, recommending to others, and resistance to competitors' appeal (Lubis, 2009).

## 2. IMPLEMENTATION METHOD

This study employed quantitative research. It was conducted at the Mayo Diet Catering Medan, located at Jl. Perjuangan, Gg. Tunggal No. 19, Sidorame Timur, Medan. The study period was from January to June 2025, with a sample size of 620 people.

## 3. RESULTS AND DISCUSSION

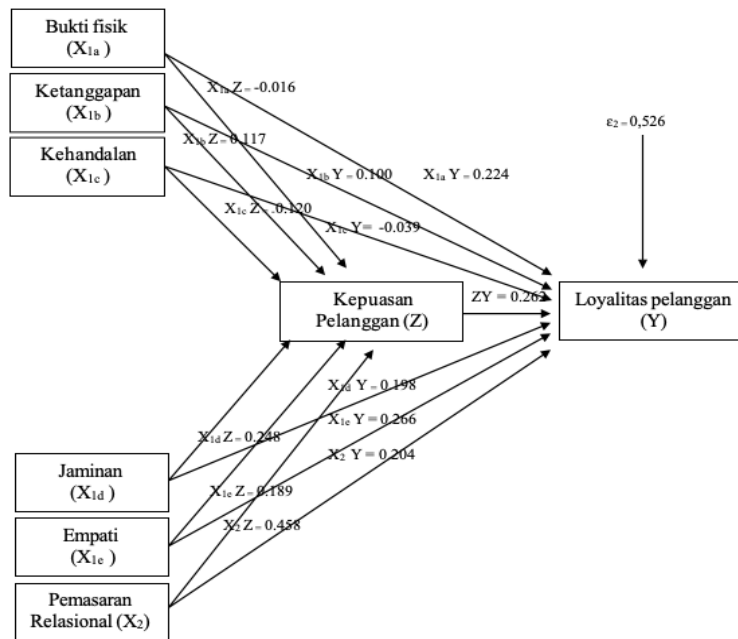
### 1) Total Effect Table

No	Variable	Influence	Test Scores
1	$X1_a \rightarrow Y \rightarrow Z$	Total	0.246
2	$X1_b \rightarrow Y \rightarrow Z$	Total	0.379
3	$X1_c \rightarrow Y \rightarrow Z$	Total	0.382
4	$X1_d \rightarrow Y \rightarrow Z$	Total	0.51
5	$X1_e \rightarrow Y \rightarrow Z$	Total	0.451
6	$X2 \rightarrow Y \rightarrow Z$	Total	0.72

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2) Path Analysis



3) Hypothesis Testing Results Table

Hypothesis	Statement	Score Beta	Significance	Information
H1	Physical evidence has a negative but insignificant effect on customer satisfaction	-0.016	0.885	Rejected
H2	Reliability has a positive and significant impact on customer satisfaction	0.117	0.025	Accepted
H3	Responsiveness has a positive and significant impact on customer satisfaction	0.120	0.045	Accepted
H4	Assurance has a positive and significant effect on customer satisfaction	0.248	0.005	Accepted
H5	Empathy has a positive but insignificant effect on customer satisfaction	0.189	0.058	Rejected
H6	Relationship Marketing has a positive and significant impact on customer satisfaction	0.458	0.000	Accepted
H7	Physical evidence has a positive and significant effect on customer loyalty	0.224	0.041	Accepted
H8	Physical evidence has a positive and significant effect on customer loyalty. Reliability has a positive and significant effect on customer loyalty	0.100	0.006	Accepted
H9	Responsiveness has a negative but not significant effect on customer loyalty	-0.039	0.727	Rejected
H10	Assurance has a positive and significant effect on customer loyalty	0.198	0.031	Accepted

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H11	Empathy has a positive and significant influence on customer loyalty	0.266	0.005	Accepted
H12	Relationship marketing has a positive and significant influence on customer loyalty	0.204	0.037	Accepted
H13	Satisfaction has a positive and significant effect on customer loyalty	0.262	0.010	Rejected

## 4. CONCLUSION

Based on the results of the explanation above, it can be concluded that:

1. The results of the hypothesis test indicate that service quality in the form of tangibles has a negative but insignificant effect on Mayo Diet Medan Customer Satisfaction.
2. The results of the hypothesis test indicate that service quality in the form of reliability has a direct positive and significant effect on Mayo Diet Medan Customer Satisfaction.
3. The results of the hypothesis test indicate that service quality in the form of responsiveness has a direct positive and significant effect on Mayo Diet Medan Customer Satisfaction.
4. The results of the hypothesis test indicate that service quality in the form of assurance has a direct positive and significant effect on Mayo Diet Medan Customer Satisfaction.
5. The results of the hypothesis test indicate that service quality in the form of empathy has a direct positive but insignificant effect on Mayo Diet Medan Customer Satisfaction.
6. The results of the hypothesis test indicate that Relationship Marketing has a direct positive and significant effect on Mayo Diet Medan Customer Satisfaction.
7. The results of the hypothesis test indicate that service quality in the form of tangibles has a positive effect on customer loyalty through customer satisfaction at Mayo Diet Medan.
8. The results of the hypothesis test indicate that service quality in the form of reliability has a positive effect on customer loyalty through customer satisfaction at Mayo Diet Medan.
9. The results of the hypothesis test indicate that service quality in the form of responsiveness has a negative effect on customer loyalty through customer satisfaction at Mayo Diet Medan.
10. The results of the hypothesis test indicate that service quality in the form of assurance has a positive effect on customer loyalty through customer satisfaction at Mayo Diet Medan.
11. The results of the hypothesis test indicate that service quality in the form of empathy has a positive effect on customer loyalty through customer satisfaction at Mayo Diet Medan.
12. The results of the hypothesis test indicate that relationship marketing has a positive effect on customer loyalty through customer satisfaction at Mayo Diet Medan.
13. The results of the hypothesis test indicate that customer satisfaction has a positive and significant effect on customer loyalty through customer satisfaction at Mayo Diet Medan.

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