

THE EFFECT OF SERVICE QUALITY ON CUSTOMER LOYALTY WITH SATISFACTION AS AN INTERVENING VARIABLE ON SPIRITUAL TOURISM SALIB KASIH TARUTUNG

Swisiena Simorangkir, Ahmad Azmi

Faculty of Social Sciences Faculty, Universitas Pembangunan Panca Budi, Medan.

Corresponding E-mail: ahmad_azmi@dosen.pancabudi.ac.id

Abstract

This study aims to find the effect of service quality on customer loyalty with satisfaction as an intervening at spiritual tourism Salib Kasih Tarutung. The population in this study were people who had just made a visit in the period January 2023 to January 2024, with a sample size taken as many as 75 visitors as respondents. The sampling technique used is random sampling. Primary data collection was carried out using a questionnaire which was then analyzed quantitatively using the structural Equation Modeling- Partial Least Square Analysis method with the help of smart-PLS. As a result, service quality and customer satisfaction have a positive and significant effect on customer loyalty, then customer satisfaction has a positive and significant effect in mediating the relationship between service quality and customer loyalty.

Keywords: *Service Quality, Customer Loyalty, Satisfaction*

1. INTRODUCTION

One sector of the economy that is crucial to a region's prosperity is tourism. In addition to providing a source of revenue, the tourism sector can serve as a vehicle for showcasing a region's natural beauty and culture to a larger audience. One of the districts in North Sumatera that is well-known for having recognizable and significant tourist attractions is North Tapanuli Regency. There is potential for both cultural and natural tourism in North Tapanuli. In North Tapanuli, there is a lot of potential for both natural and cultural tourism. One example of this is the Sisingamangaraja XII Palace, which honors the Heroes of Batak land. Sibandang Island, Hutaginjang Panatapan, a location associated with Lake Toba's splendor. There are hot springs, the Sipoholon Crater, soda water baths—of which there are only two in the world—and the most famous is the Salib Kasih Tarutung. The Salib Kasih Tarutung Spiritual Tourism was constructed as a memorial to Ingwer Ludwig Nommensen from Germany, a Christian missionary from Batak. The Kasih Salib Built as a spiritual tourism destination, Tarutung pays tribute to the work of a German Christian missionary. At the summit of Siatas Barita hill is a 31-meter-tall cross-shaped monument known as the Salib Kasih.

This monument was built atop Siatas Barita hill because it marks the beginning of the missionary Ingwer Ludwig Nommensen's Christian missionary work in Batak territory. From the time this monument was established until the 2000s, the government concentrated on Tarutung, which gained recognition as a spiritual city, by elevating the Salib Kasih to the status of a spiritual tourist destination. North Tapanuli regency's capital is Tarutung City. The monument Salib Kasih Tarutung is situated exactly atop Siatas Barita hill, making it a worthwhile excursion point. Along with the enormous monument at the summit, visitors will also enjoy a breathtaking view of the Silindung and a picturesque, comfortable, and unspoiled natural setting. During their ascent or while relaxing in the playground beneath Siatas Barita hill, visitors can still hear the wind blowing through the shaded pine trees. However, there are a number of issues that Salib Kasih Tarutung has that keep tourists from being satisfied, despite its excellent tourism potential. These issues are evident in the restricted access to tourist destinations, the dearth of human resources for the growth of the tourism industry, and the poor quality and upkeep of the Salib Kasih Tarutung's facilities. Furthermore, this has a significant impact on client satisfaction and makes it impossible to designate this tour as a priority or highly recommended tour. Naturally, the Pre-survey data from earlier surveys served as the basis for this assertion. The findings of these observational studies and pre-surveys indicate that visitor or customer dissatisfaction affects the caliber of service they

receive while there. It is believed that both loyalty and satisfaction are impacted by this service quality.

2. LITERATURE REVIEW

2.1 Service quality

Kotler defines a "service" as any action or advantage that can be given by one person to another. The KBBI defines service as the act of meeting someone else's needs in exchange for payment or another kind of convenience related to the sale or purchase of goods or services. Goetsh and Davis (2014), on the other hand, characterize quality as a dynamic state pertaining to processes, human resources, products, services, and the environment that either meet or surpass expectations. Tjiptono (2005) asserts, however, that meeting the needs and desires of the customer and accurately delivering them in order to balance their expectations constitutes high-quality service. The expected service and the actual or perceived service are the two variables that affect service quality. Zeithaml and Bitner (2009) state that five factors, collectively referred to as "RATER" service quality, determine the concept of service quality in relation to satisfaction. These elements are as follows:

1. Reliability, namely the ability to provide the promised service reliably and accurately, when viewed in the field of reliable services is when an employee is able to provide service as promised and help solve problems faced by consumers quickly.
2. Assurance, namely, knowledge, courtesy, and trust. In the field of services, this guarantee is like a guarantee of security and safety in transactions and guaranteed consumer confidentiality.
3. Tangible, namely in the form of the appearance of physical facilities, equipment, employees and materials installed.
4. Empathy, namely personal care and attention given to customer.
5. Responsiveness, which is the ability to help customers and provide services quickly.

2.2 Customer loyalty

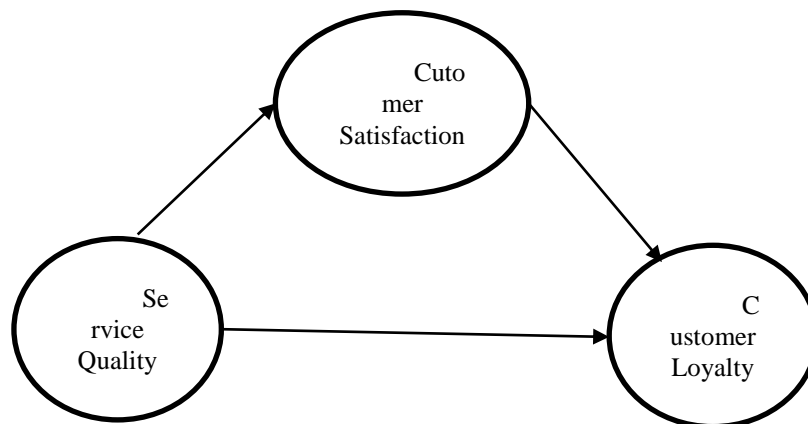
Hurryati (2005) defines loyalty as a client's steadfast resolve to continue using a particular product or service or to subscribe to it again. Customer loyalty, according to Syifa Tsania Rizqiany (2021), is defined as a customer's consistent long-term purchases of a good or service combined with a positive attitude when recommending the good to others. Vanessa Gaffar (2007) states that five factors affect a customer's loyalty: emotional bonding, satisfaction, trust, convenience (reduced choice and habit), and experience with the company. In the meantime, the following are Japarinto's (2007) indicators of loyalty:

1. Say positive things, which is in the form of telling others people with positive sentences about a service provider, can be in the form of a description of experiences or reviews.
2. Recommend friends is an act of inviting or suggesting other to use or visit a service provider due to a perceived positive experience.
3. Continue purchasing is an attitude to buy, use, or visit continuously a certain good/ service so that it results in a loop that can be based on loyalty.

2.3 Satisfaction

A person's satisfaction or dissatisfaction can be determined by directly comparing the perceived performance of a product with their prior expectations. Zickmund Meleod and Gilbert (2003) define satisfaction as an assessment made following a purchase that takes into account actual performance. In the meantime, customers will feel extremely satisfied (delighted), since Khotler (2001) states that satisfaction is a function of perceived performance and expectations. The

elements that make up satisfaction are price, product and service quality, as well as the consumer's personal and situational aspects.



The hypotheses that can be developed in this study based on theory and the results of previous research are:

- H1: Service quality has a positive and significant effect on customer loyalty for spiritual tourism of the Salib Kasih Tarutung
- H2: Service quality has a positive and significant effect on customer satisfaction for spiritual tourism of the Salib Kasih Tarutung.
- H3: Customer satisfaction has a positive and significant effect in customer loyalty for Spiritual Tourism of the Salib Kasih Tarutung.
- H4: Service quality has a positive and significant effect on customer loyalty through customer satisfaction of Salib Kasih Tarutung.

3. RESEARCH METHOD

The people performing this duty were tourists from Salib Kasih Tarutung. Hair et al. (2010) recommend a minimum sample size that is five to ten times the total number of question items. Thus, $5 \times 15 = 75$ respondents made up the sample size used in this investigation. Therefore, 75 respondents served as the sample size for this investigation. Because of this, researchers gave out 75 questionnaires to guests of the Salib Kasih Tarutung spiritual tourism who came between January 2003 and January 2024 in order to complete the SEM sample calculation. SEM-PLS analysis, a method for analyzing non-linear data, is the data analysis technique that was applied. Because it does away with the presumptions of OLS (ordinary least square) regression, such as the requirement that data be multivariate normally distributed and that there be no multicollinearity issue between exogenous variables, partial least square analysis is a potent analytical technique sometimes referred to as "soft modeling" (Ghozali, 2013). Two submodels make up SEM-PLS analysis: the measurement model, also known as the outer model, and the structural model, also known as the inner model. How manifest or observed variables represent latent variables to be measured is demonstrated by the measurement model. Validity, reliability, and hypothesis testing are all included in PLS.

4. RESULT AND DISCUSSION

4.1 Outer Model Evaluation (Measurement Model): Validity and Reliability Testing

Convergent validity is a component of the measurement model, which is known as confirmatory factor analysis (CFA) in covariance-based SEM and typically referred to as the outer model in SEM-PLS (Mahfud and Ratmono, 2013: 64). According to Hair et al. in Mahfud and Ratmono, 2013:65, there are two criteria to determine if the outer model (measurement model) satisfies the convergent validity requirements for reflective constructs: (1) loading must be greater than 0.7, and (2) the p value must be significant (<0.05). But occasionally, loading requirements greater than 0.7 are not satisfied, particularly for recently created surveys. Accordingly, loading in the range of 0.40 to 0.70 needs to be maintained (Mahfud and Ratmono, 2013:66). When deciding whether to keep or remove reflective indicators, Hair et al. offer the following recommendations (Hair et al. in Mahfud and Ratmono, 2013: 66).

Removing indicators from the model that have loadings less than 0.40 is recommended. On the other hand, we ought to examine the effects of the elimination of indicators with loadings ranging from 0.40 to 0.70 on composite reliability and average variance extracted (AVE). If the indicators are able to raise composite reliability and average variance extracted (AVE) above certain thresholds, we can eliminate those with loadings between 0.40 and 0.70 (Mahfud and Ratmono, 2013: 67). Composite reliability is 0.7 and the AVE limit value is 0.50. The effect on the construct's content validity is another factor to take into account when eliminating indicators. Mahfud and Ratmono (2013) state that indicators with small loadings are occasionally kept because they support the construct's content validity. The loading values for each indicator are shown in Table 4.2.



Figure 4.1
Measurement Models

Table 4.1
Measurement Models

Construct	Measurement Items	Loading Factor	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
Service Quality	SQ1	0.970	0.920	0.983	0.978
	SQ2	0.967			
	SQ3	0.963			
	SQ4	0.954			
	SQ5	0.942			
Customer Satisfaction	CS1	0.916	0.826	0.960	0.947
	CS2	0.896			
	CS3	0.920			
	CS4	0.887			
	CS5	0.926			
Customer Loyalty	CL1	0.816	0.702	0.922	0.894
	CL2	0.839			
	CL3	0.846			
	CL4	0.907			
	CL5	0.778			

As shown in Table all item factor loading scores were well above 0.65 on their respective constructs, and the average variance extraction (AVE) scores were above the critical value of 0.50 for all constructs, ensuring the convergent validity of the study. (Fornell & Larcker, 1981).

4.2 Bootstrapping

After testing validity and reliability, hypothesis testing was then carried out to test the significance of the direct effect, indirect effect and moderating effect. In Table 4.3, the results of hypothesis testing based on SmartPLS software are presented to determine the direct effect, indirect effect and moderating effect. In Table 4.2, the results of the path coefficient and the significance test of the direct effect, indirect effect and moderating effect are presented.

Table 4.2
Bootstrapping

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Direct Effects					
Customer Satisfaction -> Customer Loyalty	0.453	0.462	0.094	4,814	0,000
Service Quality -> Customer Loyalty	0.477	0.473	0.094	5,048	0,000
Service Quality -> Customer Satisfaction	0.813	0.805	0.057	14,269	0,000
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values

THE EFFECT OF SERVICE QUALITY ON CUSTOMER LOYALTY WITH SATISFACTION AS AN INTERVENING VARIABLE ON SPIRITUAL TOURISM SALIB KASIH TARUTUNG

Swisiena Simorangkir, Ahmad Azmi

Indirect Effects					
Service Quality -> Customer Satisfaction -> Customer Loyalty	0.369	0.371	0.076	4,874	0,000

Based on the results in Table, the following results are obtained:

1. Customer Satisfaction has a positive effect on Customer Loyalty, with a path coefficient value of 0.453 (original sample), and significant with a P-Values value of $0.000 < 0.05$
2. Service Quality has a positive effect on Customer Loyalty, with a path coefficient value of 0.477 (original sample), and significant with a P-Values value of $0.000 < 0.05$
3. Service Quality has a positive effect on Customer Satisfaction, with a path coefficient value of 0.813 (original sample), and significant with a P-Values value of $0.000 < 0.05$
4. Customer Satisfaction significantly mediates the relationship between Service Quality and Customer Loyalty, with a P-Values value of $0.000 < 0.05$

4.3 Coefficient of Determination (R²)

The coefficient of determination is a value that shows how much the independent variable can explain the dependent variable. In the table, the results of the coefficient of determination (r-square) are presented.

Table 4.3

R Square

	R Square	R Square Adjusted
Customer Loyalty	0.784	0.778
Customer Satisfaction	0.662	0.657

Based on the results in Table 4.3:

1. It is known that the coefficient of determination (r-square) value of Customer Loyalty is 0.784. This value can be interpreted to mean that the influence of Service Quality and Customer Satisfaction on Customer Loyalty is 78.4%.
2. It is known that the coefficient of determination (r-square) value of Customer Satisfaction is 0.662. This value can be interpreted to mean that the influence of Service Quality on Customer Satisfaction is 66.2%.

5. DISCUSSION

1. Path coefficient value (original sample) of 0.453 indicates a positive relationship between customer satisfaction and customer loyalty, which is statistically significant with P-Values of $0.000 < 0.05$. This demonstrates how customer loyalty levels are impacted by customer satisfaction at Tarutung Salib Kasih spiritual tourism Customer loyalty to visit or recommend Salib Kasih Tarutung spiritual tourism will rise in proportion to the value of customer satisfaction. This is consistent with a study conducted in 2016 by I Wayan Sumertana, titled "Effect of service quality on customer loyalty with customer satisfaction as an intervening variable in Waterpark Seririt, Saraja, 2014-2015." One finding of the study indicates a direct correlation between customer satisfaction and loyalty in Waterpark Seririt, Saraja, 2014-2015.
2. The path coefficient value of 0.477 (original sample) indicates that service quality positively affects customer loyalty; this relationship is significant with a P-Values value of $0.000 < 0.05$. This demonstrates that customers visiting Salib Kasih Tarutung for spiritual tourism will become more devoted if the quality of the services offered rises, and vice versa. Research by Yulia Larasati Putri (2017), titled "The Effect of Service Quality on Customer Loyalty with

Satisfaction as an Intervening Variable (Perception Study on Dian Comp Ambarawa Customers)," supports this. One of the study's findings indicates that service quality significantly affects Dian Comp Ambarawa customers' loyalty.

3. Customer satisfaction is positively impacted by service quality; this relationship is significant with a P-Values value of $0.000 < 0.05$ and a path coefficient value of 0.813 (original sample). This demonstrates how much customer satisfaction is influenced by the quality of the services provided. Customer satisfaction will rise in tandem with improved Spiritual Cross tour service quality, and vice versa. This theory is supported by research by Stella Alvianna and Syarif Hidayatullah (2020), titled "The effect of service price quality and satisfaction on millennial age loyalty to visit tourist attractions," one of which finds a direct correlation between Wendit tourism customers' satisfaction and the quality of the services they receive. This implies that raising the caliber of services rendered also results in happier clients.
4. Customer satisfaction significantly mediates the relationship between service quality and customer loyalty, with a P-value of $0.000 < 0.05$. This indicates that the degree of customer loyalty to Salib Kasih Tarutung Spiritual Tourism and the quality of service received are directly correlated with each other. A high degree of customer satisfaction from good service quality will positively impact the degree of customer loyalty, and vice versa. The findings of research on the spiritual tourism of the Salib Kasih Tarutung provide contradictory results, so this theory is at odds with research from Yulia Larasati Putri (2017) titled The effect of service quality on customer loyalty with satisfaction as an intervening variable (perception study on Dian Comp Ambarawa customers), which states that service quality has no significant effect on customer loyalty with satisfaction as an intervening variable.

6. CONCLUSION

Based on the data analysis that has been carried out, it can be concluded that:

1. In order to foster a greater sense of customer loyalty for the Cross of Love Tarutung Spiritual Tourism, UPT Salib Kasih Tarutung ought to concentrate on enhancing the quality of its services, including facilities and convenient access to tours.
2. In order to improve visitor satisfaction and leave a positive impression, we advise UPT Salib Kasih Tarutung tourism to maintain tourist facilities on a regular basis.
3. To ensure that guests from outside the area feel at ease and satisfied after their visit, we advise UPT Wisata Tarutung and related parties (the community and the local tourism office) to collaborate in preserving the safety and good reputation of the Salib Kasih Tarutung Spiritual Tourism.

REFERENCES

- Ajis Setiawan, N. Q. (2013). Jurnal Sains Manajemen dan Bisnis Indonesia (JSMBI). *jurnal administrasi bisnis (JAB)*, 114-126.
- David Harianto dan Dr. Hartono Subagio, S. (2013). Analisa pengaruh kualitas layanan, brand image, dan atmosfer terhadap loyalitas konsumen dengan kepuasan konsumen sebagai variabel intervening konsumen kedai deja-vu surabaya. *JURNAL MANAJEMEN PEMASARAN Vol. 1, No. 1*, 1-8.
- Donal Manalu, D. R. (2017, February). The Historical of Salib Kasih Development Monument Salib Kasih As a Religion Tourism Object In North Tapanuli Regency. *neliti.com*, 1-13. Retrieved from neliti.com: <https://media.neliti.com/media/Publication>

THE EFFECT OF SERVICE QUALITY ON CUSTOMER LOYALTY WITH SATISFACTION AS AN INTERVENING VARIABLE ON SPIRITUAL TOURISM SALIB KASIH TARUTUNG

Swisiena Simorangkir, Ahmad Azmi

- FADILA, S. N. (2023). Pengaruh Gaya Kepemimpinan Transformasional Terhadap Kinerja Pegawai dan Budaya Organisasi Sebagai Variabel Intervening (Studi kasus pada Badan Kesatuan bangsa dan Politik Provinsi Sumatera Utara). *Repository UNPAB*, 1-137.
- Heni Rohaeni, N. M. (2018). Kualitas pelayanan terhadap kepuasan pelanggan. *Jurnal Ecodemica*, 312-318.
- Hidayatullah, S. A. (2020). PENGARUH KUALITAS HARGA LAYANAN DAN KEPUASAN TERHADAP. *Media Wisata, Volume 18, Nomor*, 60-80.
- Hutagalung, R. J. (2019). NOMMENSEN DAN PARIWISATA ROHANI SALIB KASIH TARUTUNG. *Jurnal Christian Humaniora*, 140-147.
- Juansyah, S. R. (2022). Pengaruh Kualitas Layanan, Harga dan Aksesibilitas Terhadap Loyalitas Melalui Kepuasan Wisatawan Sebagai Variabel Intervening Pada Objek Wisata Air . *Jurnal Bisnis, Manajemen dan Ekonomi*, 196-207.
- Kotler, P. (2012). Marketing management. *Philip Kotler, Kevin Lane Keller in marketing manajement*, 234-256.
- Putri, Y. L. (2017). engaruh Loyalita Pelayanan terhadap Loyalitas Pelanggan dengan Kepuasan sebagai variabel Intervening. *Among Makarti Vol.10 No.19*, 70-90.
- Satya Tripayana, a. J. (2020). KUALITAS PRODUK, PELAYANAN, DAN LOYALITAS PELANGGAN. *Jurnal Ekonomi Manajemen Akuntansi dan Perpajakan (Jemap)*, -.
- Sebayang, S. A. (2018). Analisis structural equation modelling (sem) terhadap alih fungsi lahan pertanian dan kesejahteraan ekonomi masyarakat. *Jurnal Ilmu Manajemen dan Bisnis Islam*, 169-184.
- SISKA ANDRIANI SIANIPAR, H. H. (2020). PENGARUH KUALITAS PELAYANAN DAN FASILITAS TERHADAP KEPUASAN PENGGUNA. *JURNAL ILMIAH KOHESI*, 267-275.
- Sumertana, I. W. (2016). PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS . *Jurnal Program Studi Pendidikan Ekonomi (JPPE)*, 1-10.
- Syarif Hidayatullah, I. K. (2020). Peran Sistem Informasi Pemasaran, Kualitas Pelayanan dan Entrepreneurial marketing serta Kepuasan Terhadap Loyalitas Generasi Milenial Berkunjung ke Tempat Wisata . *Jurnal Ilmiah Bisnis dan Ekonomi Asia*, 74-83.
- Yulia Larasati Putri, H. U. (2017). Pengaruh kualitas pelayanan terhadap loyalitas pelanggan dengan kepuasan sebagai variabel intervening (study persepsi pada pelanggan Dian Comp Ambarawa). *Among Makarti jurnal Ekonomi dan Bisnis*, 70-90.