

Review Article

# Analysis of Service Quality, Customer Satisfaction, Customer Loyalty, Customer Trust And Customer Commitment

Aldila Krisnaresanti<sup>1</sup>, Yusriyati Nur Farida<sup>2</sup>, Cut Misni Mulasiwi<sup>3</sup>

Jenderal Soedirman University, Purwokerto, Indonesia.

Received Date: 15 November 2020

Revised Date: 26 December 2020

Accepted Date: 27 December 2020

**Abstract** - Edumart "Kosuku" Jenderal Soedirman University is a minimarket located at Jenderal Soedirman University (UNSOED). This mini market is one of the business sectors managed by "KOSUKU" UNSOED. This study aims to analyze the respondents' satisfaction level towards the service quality given by EDUMART KOSUKU UNSOED and its impacts on the customer's loyalty, trust, and commitment. This study is a quantitative research and survey research. The subjects of this research are the customer of EDUMART KOSUKU UNSOED. Data analysis technique with Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The customer satisfaction variable significantly affects the service quality variable given by Edumart KOSUKU UNSOED based on physical evidence, trust evidence, responsiveness evidence, assurance evidence, empathy evidence, and willingness to repurchase. The customer satisfaction variable and service quality variable significantly affect the customer loyalty variable, the customer trust variable, and the customer commitment variable.

**Keywords** - Customer Satisfaction, Service Quality, Loyalty

## I. INTRODUCTION

KPRI "KOSUKU" UNSOED is a cooperative union established as the place for civil servants in Jenderal Soedirman University (UNSOED). KPRI "KOSUKU" UNSOED was established based on the existing requirements and has been audited annually. Every year, KPRI "KOSUKU" UNSOED is going through business development. One of the businesses developed from a grocery store owned is by developing EDUMART. Edumart is a minimart owned by KPRI "KOSUKU" that has the purpose of providing the staple necessities for both KPRI "KOSUKU" members or non-members. This is because the sales generated by the shop is still relatively small. After all, it was only for the members before. EDUMART is expected to expand the market so that the income gained can be increased and have an impact on improving the welfare of the members.

EDUMART, like the grocery store, always has to improve its quality of service. Service quality is thought of as a critical tool for improving long-term relationships with customers (Mittal S, Gera R, Batra DK, 2015). The manager of EDUMART has to understand and fulfill the customer's desire to gain their trust and become loyal customers. The managers of EDUMART should give their best service by Paying Attention to the quality of the product sold, customer comfort, and various other factors so they can ensure the customers and gain the trust from the customers. This trust will then lead to customer loyalty (Sadeh et al., 2012).

Customer loyalty and satisfaction are accepted widely as the company issues and become a reference for marketing performance (Bennett and Rundle-Thiele, 2004). If the customer is happy with the product or service offered, they will also be interested in showing their loyalty toward that product or service. Service quality that can achieve customer satisfaction is expected to generate commitment in the customer to keep shopping in the mart for a long time.

## II. LITERATURE REVIEW

### A. Concept of Service Quality

Service quality is an essential factor to produce consumers' revisit intentions (Sadeghi et al., 2017). Service quality creates the first impression on consumers and affects consumers' perception of quality (Lai IK, 2015). Consumer's evaluation of service quality is affected by the level of friendliness and care. Service quality leads to positive word of mouth, customer satisfaction, better corporate image, new customers' attraction, increased revisits, and amplified business performance (Rajput, A., Gahfoor, R.Z., 2020). The SERVQUAL instrument assumes the following dimensions of perceived service quality: (1) Tangibles, (2) Reliability, (3) Responsiveness, (4) Assurance, and (5) Empathy. However, debate on the measurement of perceived service quality continues, particularly on dimensionality (Brady, M. K., & Cronin, J. J., 2001).



### **B. Customer Satisfaction**

Consumer satisfaction is a condition in which the product's expectations are met (Kotler & Armstrong, 2007). Consumer satisfaction is determined by consumer perceptions of product or service performance in meeting consumer expectations. Customer satisfaction is the evaluative process's outcome between the impression during or after service is performed and the expectations before experiencing the service. The level of customer satisfaction is a function of the difference between the perceived performance and the expectation that the consumer will be satisfied if the performance is below expectations. If the performance exceeds the expectations, the consumer will feel very satisfied.

### **C. Customer Loyalty**

The customer's loyalty is the next form or cause from the customer satisfaction built on the quality of service given by a company. According to Oliver in Ishak and Luthfi (2011), loyalty will encourage someone to be willing to repurchase a product or service offered by a company, repeatedly using the product until recommending the product to their associates. In line with this statement, Johnson in Widyawati (2008), said that loyalty is an attitude of someone that tends to repurchase and reuse a product or service

Therefore we can conclude that customer loyalty is the customer's tendency to be faithful and willing to consistently purchase a product or service from a company in the future. A customer that has loyalty towards a product or service generated by a company can be seen from :

- a. Repeated or continuous use of product or service from a company.
- b. Reference the product or service from a company to other people around them.
- c. Show immunity towards the attraction and offering of the better price, comfort, and form of the competitor.

Meanwhile, according to Aaker in Widyawati (2008), explained that a company could perform some means to create and maintain customer loyalty, such as treating the customer well, trying to be close with the customer, maintain and create customer satisfaction, create switching cost that made the customer think that the cost to choose a new product is bigger than the Benefit gained by the customer, and providing the additional service or extra facilities to the customer.

### **D. Customer Trust**

According to Moorman et al. in Ishak and Luthfi (2011), customer trust is the customer's willingness to keep depending on others or the company that they trust. This means that the other party or company is regarded as capable

enough and can execute their tasks. Customer satisfaction and trust have partially or fully mediating customer responses (Walsh G, Bartikowski B (2013b). According to Mowen and Minor in Widyawati (2008), customer trust is all of the customer's knowledge and conclusion on the object, attributes, and Benefit of a product or service generated by a company. The definition of the object, attribute, and Benefit in the definition above is as follows:

- a. Object as in the product, the company, or a person.
- b. Attribute means the characteristics owned or not owned by an object.
- c. Benefit means the positive result given to a customer.

Therefore, customer trust is the general expectation maintained by someone to another party or a company that is trusted by the customer. Consequently, customer trust is the most important variable in the long-term relationship between the company and the customer.

### **A. Customer Commitment**

Through commitment, someone's relationship with the other party (customer and the company) is expected to continue and for a long time. According to the opinion of Moorman, Deshpande, and Zaltman in Widyawati (2008), commitment is the urge or desire to maintain a relationship in the long term. Consistent with the opinion above, Garbarino and Johnson in Widyawati (2008) explained that the commitment could be classified as:

- a. Identification of an individual with the organization. It means that the relationship among various things regarding an individual is related to the organization.
- b. Psychological bonding. It means that a psychological benefit is gained from the close relationship between the service provider or company with the customer to create a safe and comfortable sense.
- c. Attention to the welfare of the organization. It means that the customer's participation in keeping the image of the service provider and willingness to give critiques and suggestions on the welfare of the organization or the company.

Therefore, we can conclude that customer commitment is the customer's willingness and desire always to try to be connected and maintain their relationship with a company that had provided a safe and comfortable service to the customer.

## **III. RESEARCH METHOD**

### **A. Research Approach**

This study is a quantitative research and survey research. Quantitative research means that the research data is in the form of numbers. According to Sugiyono (2017),

survey research reveals the existing data without giving any treatment or manipulation to the variables observed.

**B. Subject and Setting of the Research**

The subjects of this research are the customer of EDUMART KOSUKU UNSOED. This research was performed for eight months. The population of this research is all of the customers of EDUMART KOSUKU UNSOED in 2020. Samples are part of the characteristics owned by that population (Sugiyono, 2017). This research used the purposive sampling technique.

**C. Data Collection Technique**

Data used in this study was by using primary data and secondary data. Primary data was obtained through a field survey using a questionnaire that has passed validity and reliability tests. A validity test was used to measure the validity level of the instruments of each variable. The validity test in this study was using confirmatory factor analysis (CFA). Reliability test used to learn whether the instruments used can reveal reliable and actual data consistent with the real condition. Secondary data was obtained through documentation study by collecting data by looking through the company notes or documents and other data related to the general picture of EDUMART KOSUKU UNSOED.

**D. Data Analysis Technique**

Satisfaction or dissatisfaction is the feeling of happiness or disappointment of someone that comes from comparing their impression to the expected performance of the product. Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA) is the analysis tool that can show the respondents' satisfaction level towards the service quality given by EDUMART KOSUKU UNSOED and its impacts on the loyalty, trust, and commitment of the customer.

**E. Research Model**

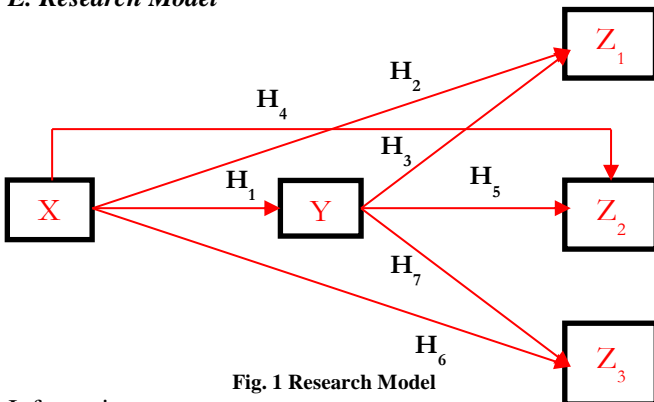


Fig. 1 Research Model

Information:

- X = Customer satisfaction variable
- Y = Quality service variable
- Z1 = Customer loyalty variable
- Z2 = Customer trust variable
- Z3 = Customer commitment variable

- H1 = effect of customer satisfaction variable to the quality service
- H2 = Direct Effect of customer satisfaction on customer loyalty.
- H3 = Indirect Effect of customer satisfaction to customer loyalty through the service quality
- H4 = Direct Effect of customer satisfaction to customer trust
- H5 = Indirect Effect of customer satisfaction to the customer trust through service quality
- H6 = Direct Effect of customer satisfaction to the customer commitment
- H7 = Indirect Effect of customer satisfaction to customer commitment through service quality

**III. RESULT**

**A. General Overview of the Respondents**

This study was performed from 6th – 10th June 2020 through online media. As for the research, the subject is the customer of Edumart KOSUKU UNSOED. While the research data was obtained via primary source directly from the respondents through the filling of a closed questionnaire. This questionnaire has passed the trial process before the research on 5th June 2020 via online media with 47 respondents. Based on the trial result, we learned that from 54 items of the questionnaire, there was 1 item that was not valid, so that item was discarded. Then we performed the research with a validated and reliable questionnaire that consists of 53 items. Respondents in this research are 301 people, with an age range between 18-58 years old. Here are the classifications of the research respondents.

Table 1. Respondents Classification

No	Classification	Count	Percentage
1	Sex	Female	242 80,40 %
		Male	59 19,60 %
	Total	301	100 %
2	Job	Lecturer	15 4,98 %
		Education staff	4 1,33 %
		Student	282 93,69 %
Total	301	100 %	
3	KPRI “KOSUKU” UNSOED Membership	Member	24 7,97 %
		Non member	277 92,03 %
Total	301	100	

**B. Data Analysis**

1) Importance of Performance Analysis

This method was used as a measuring tool or analysis tool to compare the conformity between the customer's performance or service to the satisfaction level expected by the customer (Melfa Yola: 2013). The basis of the decision

from the Tki score calculation is whether the Tki score is smaller than the score of decision making or not (Action). On the other hand, if the Tki score is bigger than the score of decision-making (average of conformity level), this attribute must be maintained. Here are the recapitulations of the scores of each performance attributes and satisfaction.

**Table 2. Scores of Service Quality and Customer Satisfaction**

Comparison	Variable	Attributes	Score
Performance	Service Quality	Physical Evidence	8.432
		Trust Evidence	5.925
		Responsiveness Evidence	5.786
		Assurance Evidence	5.666
		Empathy Evidence	6.872
		Willingness to Repurchase	4.630
Concern	Customer Satisfaction		7.090

Based on the table above, the conformity level of each attribute in the quality service variable is as follows.

- 1) Conformity level of Service Quality Based on the Physical Evidence with Customer Satisfaction

$$Tki = \frac{Xi}{Yi} \times 100\% = \frac{8.432}{7.090} \times 100\% = 118,93\%$$

- 2) Conformity level of Service Quality Based on the Trust Evidence with Customer Satisfaction

$$Tki = \frac{Xi}{Yi} \times 100\% = \frac{5.978}{7.090} \times 100\% = 83,57\%$$

- 3) Conformity level of Service Quality Based on the Responsiveness Evidence with Customer Satisfaction

$$Tki = \frac{Xi}{Yi} \times 100\% = \frac{5.786}{7.090} \times 100\% = 81,61\%$$

- 4) Conformity level of Service Quality Based on the Assurance Evidence with Customer Satisfaction

$$Tki = \frac{Xi}{Yi} \times 100\% = \frac{5.666}{7.090} \times 100\% = 79,92\%$$

- 5) Conformity level of Service Quality Based on the Empathy Evidence with Customer Satisfaction

$$Tki = \frac{Xi}{Yi} \times 100\% = \frac{6.872}{7.090} \times 100\% = 96,93\%$$

- 6) Conformity level of Service Quality Based on the Willingness to Repurchase with Customer Satisfaction

$$Tki = \frac{Xi}{Yi} \times 100\% = \frac{4.630}{7.090} \times 100\% = 65,30\%$$

Next we can calculate the average of conformity level which is  $(118,93 + 83,57 + 81,61 + 79,92 + 96,93 + 65,30) \% / 6 = 87,71\%$ . So we can conclude that physical evidence and empathy evidence in the service quality variable need to be maintained because their conformity levels are > than the average. While the trust evidence, responsiveness evidence, assurance evidence, and willingness to repurchase in the service quality need to be fixed because their conformity levels are < than the average score.

## 2) Path Analysis

This study consists of two main variables, the customer satisfaction variable as the independent variable and the service quality variable as the dependent variable. The service quality variable is based on six attributes: physical evidence, trust evidence, responsiveness evidence, assurance evidence, empathy evidence, and willingness to repurchase. The additional variable is the mediation/intervening variables: the customer loyalty variable, customer trust variable, and customer commitment variable. Here are the data analysis result using SPSS 25.

- a) Analysis of Customer Satisfaction to the Service Quality

**Table 3. Result of the Analysis of Customer Satisfaction to the Service Quality**

Model Summary					
Model	R Square				
1	,694				
Coefficients <sup>a</sup>					
Model	Standardized Coefficients			t	Sig.
	Beta				
1	(Constant)		11,982		,000
	Customer Satisfaction	,833	26,045		,000

Based on table 4.3, we learned that R Square of 0,694. It means that the customer satisfaction variable's contribution to the service quality is 69,4%, while the rest of 30,6% is the contribution from other variables not observed in this research. Next, from the Sig. the column, we learned that the customer satisfaction variable's significance level is 0,000, which means it is <0,05. So we can conclude that customer satisfaction has a significant effect on the service quality variable. Then, to learn how much the direct effect of customer satisfaction on the service quality variable is, it can be seen from Beta's value of 0,833.

- b) Analysis of Customer Satisfaction to the Service Quality and Its Impact on Customer Loyalty

**Table 4. Result of Analysis of Customer Satisfaction to the Service Quality and Its Impact on Customer Loyalty**

Model Summary					
Model	R Square				
1	,538				
Coefficients <sup>a</sup>					
Model	Standardized Coefficients			t	Sig.
	Beta				
1	(Constant)		,500		,617
	Customer Satisfaction	,313	4,390		,000
	Service Quality	,452	6,356		,000

Based on table 4.4, we learned that R Square is 0,538. It means that the contribution of customer satisfaction variable

and service quality to customer loyalty is 53,8%, while 46,2% of the rest contributes to other variables not observed, next, from the Sig. In the column, we learned that the customer satisfaction variable and service quality's significance value is 0,000, which means they are < 0,05. So we can conclude that the customer satisfaction variable and service quality service have a significant effect on customer loyalty.

Then, to learn how much the customer satisfaction variable's direct effect on the customer loyalty variable is, we can see it in the Beta column that said 0,313. The customer satisfaction variable's indirect effect on the customer loyalty variable through the service quality variable is multiplying the Beta score from the customer satisfaction variable to the service quality variable with the service quality to the customer loyalty, which is 0,377 (obtained from  $0,833 \times 0,452$ ). Therefore, the total effect given by the customer satisfaction variable to the customer loyalty variable is 0,690 (obtained from  $0,313 + 0,377$ ).

c) Analysis of Customer Satisfaction to the Service Quality and Its Impact on the Customer Trust

Based on the analysis result, we learned that R Square is 0,701. It means that the customer satisfaction variable and service quality to customer trust is 70,1%. In comparison, 29,9% of the rest is the contribution of other variables not observed, next, from the Sig. In the column, we learned that the customer satisfaction variable and service quality variable's significance value is 0,000, which means < 0,05. So we can conclude that the customer satisfaction variable and service quality variable have a significant effect on the customer trust variable.

Then, to learn how much the customer satisfaction variable's direct effect on the customer satisfaction variable is, we can see it from the Beta column, 0,606. While the indirect effect from the customer satisfaction variable to the customer trust variable through the service quality variable is by multiplying the Beta score from the customer satisfaction variable to the service quality variable with the service quality variable to the customer trust variable, which is 0,218 (obtained from  $0,833 \times 0,262$ ). Therefore the total effect given by the customer satisfaction variable to the customer trust variable is 0,824 (obtained from  $0,606 + 0,218$ ).

**Table 5 Result of Analysis of Customer Satisfaction to the Service Quality and Its Impact on the Customer Trust**

Model Summary				
Model		R Square		
1		,701		
Coefficients <sup>a</sup>				
Model		Standardized Coefficients		
		Beta	t	Sig.
1	(Constant)		2,720	,007
	Customer Satisfaction	,606	10,586	,000
	Service Quality	,262	4,569	,000

d) Analysis of Customer Satisfaction to the Service Quality and Its Impact on Customer Commitment

Based on the analysis result, we learned that R Square is 0,519. It means that the customer satisfaction variable and service quality variable to customer commitment are 51,9%, while the rest, 48,1%, contribute to other variables not observed, next, from the Sig. In the column, we learned that the customer satisfaction variable and service quality variable's significance value are 0,000, which means they are < 0,05. So we can conclude that the customer satisfaction variable and service quality variable have a significant effect on the customer commitment variable.

Then, to learn how much the customer satisfaction variable's direct effect on the customer commitment variable is, we can see the Beta column, 0,384. The customer satisfaction variable's indirect effect on the customer commitment through the service quality variable is by multiplying the Beta score of the customer satisfaction variable to the service quality variable, which is 0,307 (obtained from  $0,833 \times 0,369$ ). Therefore, the total effect given by customer satisfaction variable to the customer commitment is 0,691 (obtained from  $0,384 + 0,307$ ).

**Table 6. Result of Analysis of Customer Satisfaction to the Service Quality and Its Impact on Customer Commitment**

Model Summary				
Model		R Square		
1		,519		
Coefficients <sup>a</sup>				
Model		Standardized Coefficients		
		Beta	t	Sig.
1	(Constant)		-,575	,566
	Customer Satisfaction	,384	5,287	,000
	Service Quality	,369	5,081	,000

**IV. DISCUSSION**

**A. Analysis of Customer Satisfaction to the Service Quality**

The analysis result showed that customer satisfaction has a significant effect on service quality. It means that the customer satisfaction level will be even higher if given the best quality of service. Service quality is the company's responsibility to the customer that becomes one of the best ways to improve the excellence of the company itself because good service quality can make the customer satisfied, in line with the study of Aryani and Rosinta (2010), that said that the service quality has a significant effect on the customer satisfaction. Besides in that study, they also explained that service quality is the most important variable that needs to be developed to improve customer satisfaction. Next, this research is also in line with the study of Haryono and Octavia (2014) that concludes that service quality gives a dominant direct effect on customer satisfaction.

These statements are also proved by the result analysis of a closed questionnaire regarding the customer satisfaction variable that consists of six question items, where most respondents agreed that they feel satisfied with the service quality given by Edumart KOSUKU UNSOED. Based on the analysis result of conformity level using the importance-performance analysis method, we can conclude that from these six attributes of service quality of Edumart KOSUKU UNSOED, physical evidence and empathy evidence attributes need to be maintained. In contrast, trust evidence, responsiveness evidence, assurance evidence, and willingness to repurchase attributes need improvement. If sorted from their capability to satisfy the customer, the physical evidence attribute is in the first place, followed by empathy evidence, trust evidence, responsiveness evidence, and assurance evidence, consecutively, while the willingness to repurchase attribute is in the last place in satisfying the customer. It means that the customers feel the most satisfied by the physical evidence provided by Edumart KOSUKU UNSOED and feel less satisfied by the willingness to repurchase attribute.

Therefore, we can conclude that the customer satisfaction level on the service quality of Edumart KOSUKU UNSOED is based on physical evidence, trust evidence, responsiveness evidence, assurance evidence, empathy evidence, and willingness to repurchase is good enough. Especially the service quality based on physical evidence and empathy. Trust evidence, responsiveness evidence, assurance evidence, and willingness to repurchase need to be fixed and improved so that the customer satisfaction with the service quality will also be increased.

#### ***B. Analysis of Customer Satisfaction to the Service Quality and Its Impact on Customer Loyalty***

The analysis result showed that customer satisfaction and service quality have a significant effect on customer loyalty. Besides the direct effect of customer satisfaction on customer loyalty, there is also an indirect effect of customer satisfaction on customer loyalty through service quality. This is in line with the study of Haryono and Octavia (2014) that concludes that customer satisfaction has a huge effect on creating customer loyalty to the company. Besides, the study of Aryani and Rosinta (2010) also stated that high customer satisfaction because of good service quality could affect customer loyalty to the company. Another study that is in line with this result is from Ishak and Luthfi (2011). They stated that customer loyalty is the manifestation of customer satisfaction in using the service of a company. If the service quality is good, it can generate customer satisfaction to use the service, so customer loyalty is created.

This is proven by the analysis result of a closed questionnaire regarding the customer loyalty variable that consists of five question items, where most respondents agreed that they have loyalty or faithful to Edumart KOSUKU UNSOED by often recommend others to shop in

Edumart and do not have the urge to shop in other shops beside Edumart. Besides, based on the path analysis, we also learned that the effect of customer satisfaction on customer loyalty directly has a score of 0,313. In contrast, the indirect effect of service quality has a score of 0,377.

Therefore, we can conclude that the customer satisfaction level regarding service quality given by Edumart KOSUKU UNSOED may encourage the faithfulness or loyalty level of the customer to Edumart.

#### ***C. Analysis of Customer Satisfaction to the Service Quality and Its Impact on the Customer Trust***

The analysis result showed that customer satisfaction and service quality have a significant effect on customer trust. Besides the direct effect between customer satisfaction to customer trust, there is also an indirect effect between customer satisfaction to customer trust through the service quality. This result is in line with Widyawati's (2008) study, which stated that a company gives the customer who feels satisfied with the service quality may create customer trust in the service given by that company. This trust is generated because the customer has experienced the service given by a company that makes them satisfied. Thus, when Edumart KOSUKU UNSOED has already feel satisfied by the good quality service given to them, the customer will trust Edumart.

This is proven by the analysis result of a closed questionnaire regarding customer trust variable that consists of six question items, where most respondents agreed that they have a high level of trust in Edumart KOSUKU UNSOED, whether in the product sold or in the sincerity of the employees in helping the customer. Besides, based on the path analysis, we learned that customer satisfaction's direct effect on customer trust has a score of 0,606. In contrast, the indirect effect of service quality has a score of 0,218. Therefore, we can conclude that the customer satisfaction level to the quality service given by Edumart KOSUKU UNSOED may encourage customer trust in Edumart.

#### ***D. Analysis of Customer Satisfaction to the Service Quality and Its Impact on Customer Commitment***

The analysis result showed that customer satisfaction and service quality have a significant effect on customer commitment. Besides the direct effect between customer satisfaction on customer commitment, there is also an indirect effect between customer satisfaction to customer commitment through service quality. This result is in line with Widyawati (2008) study, which stated that customer commitment is formed when the customer feels satisfied and trust the service given by a company. Thus the high-quality service given to the customer until the customer feels satisfied will generate customer commitment to the company. Or in other words, the customer will make the company their main option to fulfill their needs.

This is proven by the result of a closed questionnaire regarding customer commitment that consists of four question items, where most of the respondents agreed that they have high commitment to Edumart KOSUKU UNSOED that proven by their emotional closeness to Edumart and their confession that they have good experiences when shopping at the Edumart. Besides, based on the path analysis, we also learned that customer satisfaction's direct effect on customer commitment has a score of 0,384. In contrast, the indirect effect of service quality has a score of 0,307.

Therefore, we can conclude that the customer satisfaction level to the service quality given by Edumart KOSUKU UNSOED may encourage customer commitment level to Edumart.

## V. CONCLUSION

### A. Conclusion

Conclusions that can be made from the discussion above are as follows :

- The customer satisfaction variable significantly affects the service quality variable given by Edumart KOSUKU UNSOED based on physical evidence, trust evidence, responsiveness evidence, assurance evidence, empathy evidence, and willingness to repurchase.
- The customer satisfaction variable and service quality variable have significant effects on the customer loyalty variable. Providing good service quality may give customer satisfaction, manifested as loyalty or faithfulness of the customer to Edumart KOSUKU UNSOED.
- The customer satisfaction variable and service quality variable have significant effects on the customer trust variable. Because giving good quality service will satisfy the customer and create the trust to Edumart KOSUKU UNSOED.
- The customer satisfaction variable and service quality variable have significant effects on the customer commitment variable. Because providing good service quality may generate customer satisfaction so the customer will be able to commit by deciding their option only on Edumart KOSUKU UNSOED.

### B. Suggestions

Based on the analysis results explained before, then we would like to offer some implications as follows:

- The necessity to perform improvement and enhancement on the service quality of Edumart KOSUKU UNSOED based on the trust evidence, responsiveness evidence, assurance evidence, and willingness to repurchase because the conformity values of these attributes are still smaller than the

average value. It means that the customers still feel less satisfied with the service quality based on these attributes.

- The necessity to maintain the service quality of Edumart KOSUKU UNSOED is based on physical evidence and empathy evidence because the conformity values of these attributes are bigger than the average value. It means that the customer has already feel satisfied with the service quality based on these two attributes.

## REFERENCES

- [1] Aryani, Dwi dan Febrina Rosinta.. Pengaruh Kualitas Layanan terhadap Kepuasan Konsumen dalam Membentuk Loyalitas Konsumen. *Jurnal Ilmu Administrasi dan Organisasi*. 17 (2010) 114 - 126.
- [2] Bennett, R., dan S. Rundle Thiele. Customer Satisfaction Should Not Be The Only Goal, *The Journal of Services Marketing*, 18. 6/7, (2004) 514-523
- [3] Brady, M. K., & Cronin, J. J. Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing*, 65, (2001) 34–49
- [4] Haryono, Novan dan Rooney Octavia. Analisis Pengaruh Citra Merek dan Mutu Layanan terhadap Kepuasan Konsumen Serta Dampaknya terhadap Loyalitas Konsumen. *INDEPT*. 4,( 2014.) 20 - 27.
- [5] Ishak, Asmai dan Zhafiri Luthfi. Pengaruh Kepuasan dan Kepercayaan Konsumen terhadap Loyalitas: Studi tentang Peran Mediasi Switching Costs. *Jurnal Siasat Bisnis*. 15,( 2011) 55 - 66.
- [6] Kotler, P. *Manajemen Pemasaran: Analisis, Perencanaan, Implementasi, dan Pengendalian*, terjemahan. Jakarta: Salemba Empat.
- [7] Lai IK. (2015) The roles of value, satisfaction, and commitment in the effect of service quality on customer loyalty in Hong Kong–style tea restaurants. *Cornell Hosp Q* 56(1) (2007) 118–138
- [8] Melfa Yola, Duwi Budianto. 2013. Analisis Kepuasan Konsumen terhadap Kualitas Pelayanan dan Harga Produk pada Supermarket dengan Menggunakan Metode Importance Performance Analysis (IPA). *Jurnal Optimasi Sistem Industri*. 12, 301 - 309.
- [9] Mittal S, Gera R, Batra DK An evaluation of an integrated perspective of perceived service quality for retail banking services in India. *Int J Bank Mark* 33(3) (2015) 330–350.
- [10] Rajput, A., Gahfoor, R.Z. (2020). Satisfaction and revisit intentions at fast-food restaurants. *Futur Bus J* 6, 13 2020.
- [11] Sadeghi M, Zandieh D, Mohammadi M, Yaghooubibijarboneh B, Nasrolahi Vosta S Investigating the impact of service climate on an intention to revisit a hotel: the mediating role of perceived service quality and relationship quality. *Int J Manag Sci Eng Manag* 12(1) (2017) 12–20.
- [12] Deograsias Yoseph Yustinianus Ferdinand, Stephanie Astrid Ayu, Development of Customer Loyalty Convenience Stores in Wonokromo District Surabaya, *SSRG International Journal of Economics and Management Studies* 6(10) (2019): 52-55.
- [13] Sadeh et al. The Effects of Website Quality Dimensions on Customer Satisfaction in ERetailing System. *Middle-East Journal of Scientific Research*. 10(3)( (2012) 366-369.
- [14] Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta, CV. (2017).
- [15] Walsh G, Bartikowski B Exploring corporate ability and social responsibility associations as antecedents of customer satisfaction cross-culturally. *J Bus Res* 66(8) (2013) 989–995.
- [16] Widayawati, Nurul. Pengaruh Kepercayaan dan Komitmen serta Bauran Pemasaran Jasa terhadap Loyalitas Konsumen di Hotel Zakiah Medan. *Ekuitas*. 12 (2008) 74 – 96.