



The Effect Of Service Quality and Promotion On Customer Loyalty With Customer Satisfaction as a Moderating Variable at PT. Global Trans Nusa

Tengku Monica Tan*¹, Tengku Monica Tan², Sofiyan³, Hendry⁴,
Alex Tribuana Sutanto⁵

¹⁻⁵ Master Of Management Study Program, Faculty Of Economics, Prima Indonesia University.
Indonesia.

Abstract The purpose of this study was to determine the effect of service quality and promotion on customer loyalty with customer satisfaction as a moderating variable at PT Global Trans Nusa. The method used in this research is quantitative descriptive method which is carried out through data collection using questionnaires and statistical testing data analysis. The sample taken in this study were all customers who had used the services of PT Global Trans Nusa, totaling 85 people. The data analysis used is MRA analysis using the IBM SPSS Statistics version 26 application. The results showed that Service Quality has an effect on Customer Loyalty at PT Global Trans Nusa. Promotion has an effect on Customer Loyalty at PT Global Trans Nusa. Service Quality and Promotion affect Customer Loyalty at PT Global Trans Nusa. Customer Satisfaction cannot moderate the effect of Service Quality on Customer Loyalty at PT. Global Trans Nusa. Customer Satisfaction cannot moderate the effect of Promotion on Customer Loyalty at PT. Global Trans Nusa. Customer Satisfaction cannot moderate the effect of Service Quality and Promotion on Customer Loyalty at PT. Global Trans Nusa.

Keywords: Service Quality, Promotion, Customer Satisfaction, Customer Loyalty.

INTRODUCTION

In the current era of globalization, the development of the business world is increasing, marked by the emergence of various companies in the business of goods transportation services. An important role with the existence of goods transportation companies in developing countries is to help economic and trade growth, especially for the commodity export sector by running the wheels of the economy and advancing the transportation sector efficiently in order to improve the national distribution system. The increasing number of companies engaged in the same field will result in tighter competition among these companies. This is a challenge for every company to be able to compete in marketing its products. Marketing is one aspect that is very important and must be considered by every company. On the other hand, marketing is also the first step that a company must take in marketing its services so that customers can receive them well.

The development of the cargo and expedition service business today is increasingly rapid, this is due to the high demand for shipping goods by the public, companies and governments related to the delivery of goods and documents from one place to another. The greater mobility of goods is due to the increasing number and ease of transportation to each region, especially using flight routes. In Indonesia alone, the prospect of cargo service providers is growing rapidly, due to the large number of flight frequencies to areas throughout the archipelago, supported by the increasing availability of each airline's fleet. This shows that

the flow of people and goods from one place to another is very high. To promote a freight transportation company, the marketing division is responsible for improving the marketing of a company's products or services. The tasks of the marketing division include product development, pricing, and promotional activities.

PT Global Trans Nusa has a customer loyalty base that has not run so smoothly. This can be seen from the results of the initial survey that researchers conducted to several customers by interviewing them, following the responses of the customers that the researchers interviewed. 1. Customers do not regularly use goods delivery services from PT Global Trans Nusa. 2. According to customers, the delivery service of PT Global Trans Nusa is less recommended. 3. Customers are interested in other companies' delivery services. From the results of an initial survey that researchers conducted to several customers by interviewing customers who had used services from PT Global Trans Nusa where the responses given by customers were: customers do not routinely use goods delivery services because according to customers the delivery service is less recommended and causes customers to be attracted by other companies' delivery services. This certainly proves the low customer loyalty.

Service quality as a comparison between consumer perceptions of the real services they receive and the actual services expected. From the observations made by researchers, where the lack of reliability from PT Global Trans Nusa in serving customers such as providing file information that is always late, processing transactions that are not fast enough, unresponsiveness in processing problematic files from the company. This certainly has an impact on customer disappointment so that it can lead to a lack of customer loyalty.

Promotion is an activity that communicates the benefits of a product or service and persuades a product or service and persuades target consumers to be interested in using the product or service. Promotions carried out by the company must understand what customers want, one of which is discounted shipping costs. From the observations made by researchers where the company only provides promos in the form of discounted shipping costs if customers send large quantities of goods such as shipping goods in 40 to 50 containers, the company will provide promos in the form of discounted shipping costs. This can certainly influence customer decisions to look for other freight forwarding services that can provide promos in the form of discounted shipping costs for customers who send relatively small amounts of goods.

Customer satisfaction is the feeling of satisfaction obtained by customers because they get value from suppliers, producers, or service providers. The company will succeed in getting a large number of customers if it is considered capable of providing satisfaction to consumers.

The creation of customer satisfaction can provide several benefits, including a good

relationship between the company and the customer, and increase customer loyalty to the company which can be seen from customer actions. The results of interviews that researchers conducted with several customers who use the services of PT Global Trans Nusa where the company sometimes delays in the delivery of goods, causing the goods received by customers to sometimes exceed the estimated receipt and cause dissatisfaction in customers which causes customers to complain and will think twice about returning to make deliveries using these services.

Based on the background of the problems that occur in the company, the researcher is interested in conducting research at this company with the title "The Effect of Service Quality and Promotion on Customer Loyalty with Customer Satisfaction as a Moderating variable at PT. Global Trans Nusa".

MATERIAL AND METHODS

Analysis of Multiple Linear Regression

According to Ghozali (2018), multiple linear regression analysis is used to determine the direction and how much influence the independent variable has on the dependent variable.

Multiple Linear Regression Formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3Z + e$$

Description :

Y = Customer Loyalty

a = Constant

b₁ = Service quality regression coefficient

b₂ = Promotion regression coefficient

X₁ = Service quality

X₂ = Promotion

Z = Customer Satisfaction

e = Standard Error

Moderated Regression Analysis (MRA)

According to (Ghozali, 2016) moderation test or Moderated Regression Analysis (MRA) test uses an analytical approach that maintains sample integrity and provides a basis for controlling the influence of moderator variables. This moderation variable interaction test aims to determine the extent to which the interaction of moderating variables can moderate the independent variable on the dependent. To use MRA with one predictor variable, we must compare three regression equations to determine the type of moderator variable.

$$Y_i = \alpha + \beta_1 X_i + \varepsilon \quad (1)$$

$$Y_i = \alpha + \beta_1 X_i + \beta_2 Z_i + \varepsilon \quad (2)$$

$$Y_i = \alpha + \beta_1 X_i + \beta_2 Z_i + \beta_3 X_i * Z_i + \varepsilon \quad (3)$$

- a. If equations (2) and (3) are not significantly different or ($\beta_3 = 0$; $\beta_2 \neq 0$) then Z is not a moderator variable, but a predictor (independent) variable.
- b. If equations (1) and (2) are not different, but different from equation (3) (or $\beta_2 = 0$; $\beta_3 \neq 0$) then variable Z is a pure moderator variable.
- c. If equations (1), (2) and (3) are different from each other or ($\beta_2 \neq \beta_3 \neq 0$) then variable Z is a quasi moderator variable.

Results

Multiple Linear Regression Analysis Results

Table 1. Multiple Linear Regression Analysis

Unstandardized Coefficients			Standardized Coefficients			
Model	B	Std. Error	Beta	t	Sig.	
1	(Constant)	0.416		0.425	0.672	
	Quality of Service	0.359	0.071	0.462	5.058	0.000
	Promotion	0.246	0.065	0.343	3.762	0.000

a. Dependent Variable: Customer Loyalty

Source: Research results processed with SPSS 26, 2023

Table 1. above is known in the Unstandardized Coefficients part B obtained multiple linear regression equations, namely with the following formula:

$$Y = a + b_1 X_1 + b_2 X_2$$

$$Y = 0,416 + 0,359 + 0,246$$

The interpretation is :

- a. The constant (a) = 0.416 indicates that the constant value where if the service quality and promotion variables are fixed, customer loyalty is 0.416.
- b. Service Quality Coefficient (b1) = 0.359, indicating that each addition of one unit to the service quality variable, customer loyalty will increase by 0.359.
- c. Training Coefficient (b2) = 0.246, indicating that each addition of one unit to the promotion variable, customer loyalty will increase by 0.246.

Results of the t-test

Table 2. t-test

Unstandardized Coefficients		Standardized Coefficients				
Model	B	Std. Error	Beta	t	Sig.	
1	(Constant)	0.416	0.981		0.425	0.672
	Quality of Service	0.359	0.071	0.462	5.058	0.000
	Promotion	0.246	0.065	0.343	3.762	0.000

a. Dependent Variable: Customer Loyalty

Source: Research results processed with SPSS 26, 2023

The t-table value at the 0.05 confidence level is 1.98969. Thus the results of the t test can be explained as follows:

- a. The service quality variable partially obtained a tcount value of 5.058 with a significant value of 0.000. The value of $t_{count} > t_{table}$ or $5.058 > 1.98969$ and a significant value of $0.000 < 0.05$, then H_a is accepted or H_0 is rejected, meaning that service quality has a significant effect on customer loyalty at PT Global Trans Nusa.
- b. The promotion variable partially obtained a tcount value of 3.762 with a significant value of 0.000. The value of $t_{count} > t_{table}$ or $3.762 > 1.98969$ and a significant value of $0.000 < 0.05$, then H_a is accepted or H_0 is rejected, meaning that promotion has a significant effect on customer loyalty at PT Global Trans Nusa.

F Test Results

Table 3. F test

Mode		Sum of	df	Mean	F	Sig.
1		Squares		Square		
1	Regression	412.303	2	206.151	39.561	0.000 ^b
	Residual	427.297	82	5.211		
	Total	839.600	84			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Promotion, Quality of Service

Source: Research results processed with SPSS 26, 2023

Based on table 3. the F test results resulted in an Fcount value of 39.561. The value of f_{55aria} at a confidence level of 0.05 is 2.72 thus Fcount is 81.323 and Ftable is 2.72 then $F_{count} > F_{table}$ which is $39.561 > 2.72$ and a significance value of $0.000 < 0.05$ Then H_a is

accepted meaning that together service quality and promotion have a significant effect on customer loyalty at PT.Global Trans Nusa.

Determination Test Results

The coefficient of determination shows how much the ability of the independent variables is in explaining the dependent variable. If the coefficient of determination (R2) is getting bigger or closer to 1, it can be said that the ability of the independent variable (X) is large on the dependent variable (Y). The coefficient of determination determined by the Adjusted R Square value can be seen in the following table:

Table 4. Determination Coefficient Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.701 ^a	0.491	0.479	2.28275

- a. Predictors: (Constant), Promotion, Quality of Service
- b. Dependent Variable: Customer Loyalty

Source: Research results processed with SPSS 26, 2023

Based on the output results in the table above, the Adjusted R Square value is 0.479, meaning that the ability of variations in service quality and promotion variables to explain variations in customer loyalty is 47.9% and the remaining 52.1% is explained by other independent variables not examined such as brand image, price and trust.

Moderation Test Results

Table 5. Phase I MRA Test Results with X1 Service Quality

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1.084	0.969		-1.118	0.267
	Quality of Service	0.254	0.070	0.326	3.628	0.000
	Customer Satisfaction	0.519	0.090	0.516	5.739	0.000

- a. Dependent Variable: Customer Loyalty

Source: Research results processed with SPSS 26, 2023

Table 6. MRA Phase I Test Results with X2 Promotion

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	-0.271	0.936		-0.290	0.773
Promotion	0.184	0.064	0.256	2.858	0.005
Customer Satisfaction	0.570	0.090	0.566	6.312	0.000

a. Dependent Variable: Customer Loyalty

Source: Research results processed with SPSS 26, 2023

- a. The results of the MRA stage I test with the dependent variable customer loyalty and the independent variable service quality to explain how the customer satisfaction variable in the relationship between service quality and customer loyalty. Based on table 5. known sig value = $0.000 < \alpha 5\% = 0.05$, thus it can be stated that customer satisfaction affects customer loyalty.
- b. The results of the MRA stage I test with the dependent variable customer loyalty and the independent variable promotion to explain how the customer satisfaction variable in the relationship between promotion and customer loyalty. Based on table 6. it is known that the sig value = $0.000 < \alpha 5\% = 0.05$, thus it can be stated that customer satisfaction has an effect on customer loyalty.

Table 7. Phase II MRA Test Results with X1 Service Quality

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	1.231	3.707		0.332	0.741
Quality of Service	0.067	0.297	0.086	0.226	0.822
Customer Satisfaction	0.337	0.296	0.335	1.138	0.258
MODERASIX1	0.014	0.022	0.380	0.647	0.519

a. Dependent Variable: Customer Loyalty

Source: Research results processed with SPSS 26, 2023

The results of the MRA stage II test with the dependent variable customer loyalty and the independent variable service quality to determine the type of moderating variable customer satisfaction. Based on table 7. it is known that the sig value = $0.519 > \alpha 5\% = 0.05$. Thus it can

be stated that the customer satisfaction variable is not a moderator variable between the dependent variable customer loyalty and the independent variable service quality but customer satisfaction can be an independent or intervening variable.

Table 8. MRA Phase II Test Results with X2 Promotion

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.474	2.541		0.187	0.852
	Promotion	0.106	0.254	0.148	0.418	0.677
	Customer Satisfaction	0.507	0.219	0.504	2.316	0.023
	MODERASIX2	0.006	0.020	0.154	0.316	0.753

a. Dependent Variable: Customer Loyalty

Source: Research results processed with SPSS 26, 2023

The results of the MRA stage II test with the dependent variable customer loyalty and the independent variable promotion to determine the type of moderating variable customer satisfaction. Based on table 8. it is known that the sig value = 0.753 > α 5% = 0.05. Thus it can be stated that the customer satisfaction variable is not a moderator variable between the dependent variable customer loyalty and the independent variable promotion but customer satisfaction can be an independent or intervening variable.

Table 9. MRA Phase II Test Results with X1 and X2 Service Quality and Promotion

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1.227	3.896		-0.315	0.754
	Quality of Service	0.001	0.303	0.002	0.004	0.996
	Promotion	0.420	0.269	0.586	1.558	0.123
	Customer Satisfaction	0.423	0.304	0.420	1.390	0.168
	MODERASIX1	0.019	0.023	0.509	0.816	0.417
	MODERASIX2	-0.024	0.022	-0.593	-1.099	0.275

a. Dependent Variable: Customer Loyalty

Source: Research results processed with SPSS 26, 2023

The results of the MRA stage II test are seen from Table 9. where the significant value of Moderation X1 and Moderation X2 obtained is > 0.05, which means that customer

satisfaction cannot moderate the effect of service quality and promotion on customer loyalty.

DISCUSSION

Service Quality affects Customer Loyalty at PT. Global Trans Nusa

From the research results, the service quality variable partially obtained a tcount value of 5.058 with a significant value of 0.000. The value of $t_{count} > t_{table}$ or $5.058 > 1.98969$ and a significant value of $0.000 < 0.05$, so H_a is accepted or H_0 is rejected, meaning that service quality has a significant effect on customer loyalty at PT Global Trans Nusa. The results of research from Rafi and Nugroho (2022) with the title Effect of Service Quality on Customer Loyalty with Customer Satisfaction as a Mediator state that Service Quality has a positive influence on Customer Satisfaction. Service Quality also has a significant influence on Customer Loyalty. Customer Satisfaction has a positive influence on Customer Loyalty and can intervene in the relationship between Service Quality and Customer Satisfaction.

Promotion has an effect on Customer Loyalty at PT. Global Trans Nusa

From the research results, the promotion variable partially obtained a tcount value of 3.762 with a significant value of 0.000. The value of $t_{count} > t_{table}$ or $3.762 > 1.98969$ and a significant value of $0.000 < 0.05$, so H_a is accepted or H_0 is rejected, meaning that promotion has a significant effect on customer loyalty at PT Global Trans Nusa. This is in line with the research of Putri, Wibowo and Sumaryanto (2019) with the title Analysis of the Effect of Service Quality and Promotion on Consumer Loyalty with Consumer Satisfaction as a Moderating Variable stating that service quality, promotion and customer satisfaction partially have a significant effect on consumer loyalty.

Service Quality and Promotion affect Customer Loyalty at PT. Global Trans Nusa

From the research results the Fcount value is 39.561. The value of $f_{critical}$ at a confidence level of 0.05 is 2.72 thus Fcount is 81.323 and Ftable is 2.72 then $F_{count} > F_{table}$ which is $39.561 > 2.72$ and a significance value of $0.000 < 0.05$ Then H_a is accepted, meaning that together service quality and promotion have a significant effect on customer loyalty at PT.Global Trans Nusa. The results of research from Putranto, Wardiningsih and Suprayitno (2018) with the title Effect of Product Quality, Service Quality, and Promotion on Customer Loyalty with Customer Satisfaction as a Moderating Variable (Study on customers of Amanda Brownies Surakarta Nusukan Branch). Based on the results of the study, product quality, promotional service quality and customer satisfaction have an effect on customer loyalty of Brownies Amanda Surakarta Nusukan Branch, meaning that the better the product quality, service quality, promotion and customer satisfaction, the more increased and better the

customer loyalty of Brownies Amanda Nusukan Branch.

Customer Satisfaction cannot moderate the effect of Service Quality on Customer Loyalty at PT Global Trans Nusa.

From the results of the MRA stage II test research with the dependent variable customer loyalty and the independent variable service quality to determine the type of moderating variable customer satisfaction. Based on table 7. known sig value = 0.519 > α 5% = 0.05. Thus it can be stated that the customer satisfaction variable is not a moderator variable between the dependent variable customer loyalty. The results of Angga's research (2023) where the results of the customer satisfaction moderation test on the relationship between service quality and customer loyalty resulted in a negative original sample value and a significant p-value, it can be understood that customer satisfaction weakens the relationship between service quality and customer loyalty.

Customer Satisfaction cannot moderate the effect of Promotion on Customer Loyalty at PT. Global Trans Nusa

From the results of the MRA stage II test research with the dependent variable customer loyalty and the independent variable promotion to determine the type of moderating variable customer satisfaction. Based on table 8. known sig value = 0.753 α 5% = 0.05. Thus it can be stated that the customer satisfaction variable is not a moderator variable between the dependent variable customer loyalty and the independent variable promotion. The results of research by Naini et al (2022) state the same thing where customer satisfaction does not moderate the effect of promotion on consumer loyalty. Customer satisfaction is better used as an intervening variable.

Customer Satisfaction cannot moderate the effect of Service Quality and Promotion on Customer Loyalty at PT Global Trans Nusa.

From the results of the MRA stage II test research seen from Table 9. where the significant value of Moderation X1 and Moderation X2 obtained > 0.05, which means customer satisfaction cannot moderate the effect of service quality and promotion on customer loyalty.

CONCLUSION

From the results of this study, the following conclusions were obtained:

- a. Service quality affects customer loyalty at PT Global Trans Nusa.
- b. Promotion has an effect on Customer Loyalty at PT Global Trans Nusa.
- c. Service Quality and Promotion affect Customer Loyalty at PT. Global Trans Nusa.
- d. Customer Satisfaction cannot moderate the effect of Service Quality on Customer Loyalty

at PT. Global Trans Nusa.

- e. Customer Satisfaction cannot moderate the effect of Promotion on Customer Loyalty at PT Global Trans Nusa.
- f. Customer Satisfaction cannot moderate the effect of Service Quality and Promotion on Customer Loyalty at PT. Global Trans Nusa.

Suggestions

- In terms of service, PT Global Trans Nusa must always guarantee that the delivery of goods arrives in good condition and is not damaged.
- In terms of promotion, PT Global Trans Nusa must ensure that promotions are always on target.
- In terms of customer satisfaction PT Global Trans Nusa must create a sense of trust so that customers always send my goods repeatedly.
- In terms of customer loyalty, PT Global Trans Nusa must pay attention to things that keep customers interested in the goods delivery services that PT Global Trans Nusa provides.

Compliance with ethical standards

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Disclosure of conflict of interest

The authors declare that they have no conflicts of interest.

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