



The Effect Of Service Quality and Promotion On Customer Loyalty With Customer Satisfaction as an Intervening Variable at PT. Jetindo Nagasakti Transekspress Medan

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***Abstract** The purpose of this research was to determine the influence of service quality and promotion on customer loyalty with customer satisfaction as an intervening variable at PT. Jetindo Nagasakti Transekspress Medan. The method used in this research is a quantitative descriptive method which is carried out through data collection using questionnaires and statistical testing data analysis. The samples taken in this research were all customers who had used the services of PT. Jetindo Nagasakti Transekspress Medan, numbering 85 people. The data analysis used is path analysis using the IBM SPSS Statistics version 26 application. The research results show that Service Quality influences customer satisfaction at PT. Jetindo Nagasakti Transekspress Medan. Promotions influence customer satisfaction at PT. Jetindo Nagasakti Transekspress Medan. Service quality influences customer loyalty at PT. Jetindo Nagasakti Transekspress Medan. Promotions influence customer loyalty at PT. Jetindo Nagasakti Transekspress Medan. Customer satisfaction influences customer loyalty at PT. Jetindo Nagasakti Transekspress Medan. Service quality influences customer loyalty with customer satisfaction as an intervening variable at PT. Jetindo Nagasakti Transekspress Medan. Promotions influence customer loyalty with customer satisfaction as an intervening variable at PT. Jetindo Nagasakti Transekspress Medan.*

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

INTRODUCTION

Nowadays, goods delivery services are services that have a big contribution to the business development of a company, especially those engaged in distributing goods across islands. With a professional goods delivery service company, the distribution or logistics of goods to different locations will be easier. The most important thing is how the expedition company remains consistent in managing the company by serving customers as best as possible.

PT. Jetindo Nagasakti Transekspress Medan is one of the companies in Indonesia which operates in the field of expedition services, present as a new express company in Indonesia, PT. Jetindo Nagasakti Transekspress Medan is ready to serve Indonesia to get fast, safe and reliable package delivery services. Services offered by PT. Jetindo Nagasakti Transekspress Medan includes delivery within the city, between cities, between provinces, and serves e-commerce customers. PT. Jetindo Nagasakti Transekspress Medan has also succeeded in collaborating with giant e-commerce players in Indonesia such as Tokopedia, Shopee, Bukalapak and has become a quick solution to the problems faced by e-commerce, namely in terms of package delivery. Supported by a sophisticated IT system, PT. Jetindo Nagasakti Transekspress Medan is the first express company to provide timely package tracking facilities.

Loyalty is a customer's willingness to continue to subscribe to a company in the long term, by purchasing and using its goods and services repeatedly. If customers are satisfied with the services used, they will use the services again. To find out whether customers who use PT. goods delivery services are loyal or not. Jetindo Nagasaki Transekspress Medan can be seen from the number of customers who use PT's goods delivery services. Jetindo Nagasaki Transekspress Medan every month. The following is data on the number of customers who use PT's goods delivery services. Jetindo Nagasaki Transekspress Medan for the period 2021-2023.

Table 1. Number of Customers Who Have Delivered Goods to PT. Jetindo Nagasaki Transekspress Medan Period 2021-2023

Year	J&T users
2021	217 pelanggan
2022	139 pelanggan
2023	108 pelanggan

Source: PT. Jetindo Nagasaki Transekspress Medan

Based on Table 1, it can be seen that PT users. Jetindo Nagasaki Transekspress Medan from 2021 to 2023 experienced a decline where in 2021 customers of PT. Jetindo Nagasaki Transekspress Medan has 217 customers, in 2022 PT. Jetindo Nagasaki Transekspress Medan has 139 customers and in 2023 PT. Jetindo Nagasaki Transekspress Medan has 108 customers. Decrease in the number of customers using PT services. The lowest Jetindo Nagasaki Transekspress Medan occurred in 2023, this is because customers do not always send goods regularly every month.

One of the factors that influences customer loyalty is service quality. Service quality is a comparison between customer perceptions of the actual service they receive and the actual service they expect. From the pre-research that the researchers conducted by interviewing several customers who had used PT's services. Jetindo Nagasaki Transekspress Medan, where there is a lack of reliability on the part of PT. Jetindo Nagasaki Transekspress Medan in packaging goods where the goods are packaged poorly, causing the packages received by consumers to sometimes be damaged and the estimated receipt of goods sometimes exceeds the set target, this is because the PT courier. Jetindo Nagasaki Transekspress Medan is less agile in delivering customer goods, because the service provided to customers is not optimal, customers will think twice about returning to make deliveries using PT services. Jetindo Nagasaki Transekspress Medan and they would be better off looking for another delivery service with better service.

Another factor that influences customer loyalty is promotion. Promotion is an activity that communicates the benefits of a product or service and persuades a product or service and persuades target customers to be interested in using the product or service. Promotions carried out by PT. Jetindo Nagasaki Transekspress Medan must understand what customers need, one of which is discounted shipping costs. From the results of observations made by researchers, PT. Jetindo Nagasaki Transekspress Medan never provides promotions such as discounted shipping costs to customers who send a lot of goods, this can certainly influence customers' decisions to look for goods delivery services that provide discounted shipping costs for customers who send goods.

Another factor that influences customer loyalty is customer satisfaction. Customer satisfaction is a feeling of pleasure and disappointment that arises from comparing the customer's perceived loyalty to the product or result with the customer's expectations. A company will be successful in getting a large number of customers if it is deemed capable of providing satisfaction to customers. From the results of a survey conducted by researchers on 20 customers of PT. Jetindo Nagasaki Transekspress Medan where the willingness of customers who want to recommend PT. Jetindo Nagasaki Transekspress to the people closest to him can be seen from the following table

Table 2. Customer Willingness to Recommend PT. Jetindo Nagasaki Transekspress

Information	Number of Customers	Percentage(%)
Recommend	6	30
Not Recommend	14	70
Total	20	100

Source: PT. Jetindo Nagasaki Transekspress Medan

From Table 2. above where the percentage of 20 customers that researchers interviewed where the percentage of customers who did not recommend PT. Jetindo Nagasaki Transekspress Medan to people was 70% and greater than those who recommended 30%. This proves that the level of customer satisfaction is still quite low with PT Jetindo Nagasaki Transekspress.

Based on the background and analysis described above, this research is entitled "The Effect of Service Quality and Promotion on Customer Loyalty with Customer Satisfaction as an Intervening Variable at PT. Jetindo Nagasaki Transekspress Medan".

MATERIAL AND METHODS

Path Analysis

To test the effect of intervening variables, the path analysis method is used. Path analysis is an extension of multiple linear regression analysis or path analysis is the use of regression analysis to estimate the causal relationship between causal model variables that have been previously determined based on the theory in this study customer loyalty as the dependent variable (bound), service quality and promotion as independent variables (independent) and customer satisfaction as an intervening variable (mediation). Then the path analysis equation can be used with the following formula:

Sub Structure I Equation:

$$Z = a + b_1X_1 + b_2X_2$$

Description:

- a : Constant
- Z : Customer Satisfaction
- b : Regression Coefficient
- X1 : Service Quality
- X2 : Promotion

Sub Structure II Equation:

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

Description:

- a : Constant
- Y : Customer Loyalty
- Z : Customer Satisfaction
- b : Regression Coefficient
- X1 : Service Quality
- X2 : Promotion

RESULTS

Path Analysis Results

Table 3. Path Analysis Results (Equation I)

Model		Coefficients ^a				Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	
1	(Constant)	2.028	1.312	-	1.546	0.126
	Service Quality	0.298	0.071	0.398	4.180	0.000
	Promotion	0.252	0.067	0.358	3.758	0.000

a. Dependent Variable: Customer Satisfaction

Source: Research results processed with SPSS 26, 2023

Table 3. above is known in the Unstandardized Coefficients part B obtained multiple linear regression equations, namely with the following formula:

$$Z = a + b_1X_1 + b_2X_2$$

$$Z = 2,028 + 0,298 + 0,252$$

The interpretation is:

- The constant (a) = 2.028 indicates that the constant value where if the service quality and promotion variables are equal to 0, then customer satisfaction is valued at 2.028.
- Service quality coefficient (b₁) = 0.298, indicating that every addition of one unit to the service quality variable, customer satisfaction will increase by 0.298.
- Promotion coefficient (b₂) = 0.252, indicating that each addition of one unit to the promotion variable, customer satisfaction will increase by 0.252.

The results of this equation II path analysis test can be seen in the following table:

Table 4. Path Analysis Results (Equation II)

Model		Coefficients ^a				Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	
1	(Constant)	1.827	1.207	-	1.514	0.134
	Service Quality	0.172	0.071	0.227	2.417	0.018
	Promotion	0.165	0.066	0.230	2.495	0.015
	Customer Satisfaction	0.422	0.100	0.417	4.212	0.000

a. Dependent Variable: Customer Loyalty

Source: Research results processed with SPSS 26, 2023

Table 4. above is known in the Unstandardized Coefficients part B obtained multiple linear regression equations, namely with the following formula:

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

$$Y = 1,827 + 0,172 + 0,165 + 0,422$$

The interpretation is:

- a. The constant (a) = 1.827 indicates that the constant value where if the variables of service quality, promotion and customer satisfaction are equal to 0, then customer loyalty is equal to 1.827.
- b. Service quality coefficient (b1) = 0.172, indicating that each addition of one unit to the service quality variable, customer loyalty will increase by 0.172.
- c. Promotion coefficient (b2) = 0.165, indicating that each addition of one unit to the promotion variable, customer loyalty will increase by 0.165.
- d. Customer satisfaction coefficient (b3) = 0.422, indicating that each addition of one unit to the customer satisfaction variable, customer loyalty will increase by 0.422.

The result of t test (Partial)

Table 5. The result of t test (Equation I)

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.028	1.312	-	1.546	0.126
	Service Quality	0.298	0.071	0.398	4.180	0.000
	Promotion	0.252	0.067	0.358	3.758	0.000

a. Dependent Variable: Customer Loyalty

Source: Research results processed with SPSS 26, 2023

Based on the partial t test of Equation I above, it can be seen that:

- a. The value of the tcount of the service quality variable is 4.180 and significant at 0.000, which is smaller than 0.05. The hypothesis is accepted because $t_{hitung} \geq t_{tabel}$ ($4.180 > 1.98969$) which means that service quality affects customer satisfaction at PT Jetindo Nagasaki Transekspress Medan.
- b. The value on the tcount of the promotion variable variable is 3.758 and has a significant effect of 0.000, which means it is smaller than 0.05. The hypothesis is accepted because $t_{hitung} \geq t_{tabel}$ ($3.758 > 1.98969$) which means that promotion has an effect on customer satisfaction at PT Jetindo Nagasaki Transekspress Medan.

The t-test results of equation II can be seen in the following table:

Table 6. t Test Results (Equation II)

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.827	1.207	-	1.514	0.134
Service Quality	0.172	0.071	0.227	2.417	0.018
Promotion	0.165	0.066	0.230	2.495	0.015
Customer Satisfaction	0.422	0.100	0.417	4.212	0.000

a. Dependent Variable: Customer Loyalty

Source: Research results processed with SPSS 26, 2023

Based on the partial t test of Equation II above, it can be seen that :

- The value of the tcount of the service quality variable is 2.417 and significant at 0.018 which means it is smaller than 0.05. The hypothesis is accepted because $t_{hitung} \geq t_{tabel}$ ($2.417 > 1.98969$) which means that service quality affects customer loyalty at PT. Jetindo Nagasaki Transekspress Medan.
- The value of the tcount of the promotion variable is 2.495 and has a significant effect of 0.015, which means it is smaller than 0.05. The hypothesis is accepted because $t_{hitung} \geq t_{tabel}$ ($2.495 > 1.98969$) which means that promotion affects customer loyalty at PT Jetindo Nagasaki Transekspress Medan.
- The value of the tcount of the customer satisfaction variable is 4.212 and has a significant effect of 0.000, which is smaller than 0.05. The hypothesis is accepted because $t_{hitung} \geq t_{tabel}$ ($4,212 > 1.98969$) which means that customer satisfaction affects customer loyalty at PT Jetindo Nagasaki Transekspress Medan.

Determination Test Results

Table 7. Results of the Coefficient of Determination (Equation I)

Model	R	Adjusted R		Std. Error of the Estimate
		R Square	Square	
1	0.647 ^a	0.419	0.405	2.42317

a. Predictors: (Constant), Promotion, Service Quality

b. Dependent Variable: Customer Satisfaction

Source: Research results processed with SPSS 26, 2023

So in this study, the coefficient of determination of equation I uses the Adjusted R Square value, because the independent variable used is more than one. Based on table 7, it can be seen that the Adjusted R Square value = 0.405. Thus the magnitude of the effect of service quality and promotion on customer satisfaction is 40.5%, while the remaining 59.5% is

influenced by other factors not examined in this study.

The results of the Equation II determination test can be seen in the following table.

Table 8. Determination Coefficient Results (Equation II)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.734 ^a	0.539	0.522	2.19829

a. Predictors: (Constant), Customer Satisfaction, Promotion, Service Quality

b. Dependent Variable: Customer Loyalty

Source: Research results processed with SPSS 26, 2023

So in this study, the coefficient of determination of equation II uses the Adjusted R Square value, because the independent variable used is more than one. Based on table 8, it can be seen that the Adjusted R Square value = 0.552. Thus the effect of service quality, promotion and customer satisfaction on customer loyalty is 55.2%, while the remaining 44.8% is influenced by other factors not examined in this study.

Sobel Test Results

Table 9. Sobel Test Results

Variabel	Unstandardized	Std. Error	Test Statistic	Std. Error	P-Value
X ₁ -> Z	0.298 (a)	0.071 (S _a)	2,97589082	0,04225827	0,00292139
Z -> Y	0.422 (b)	0.100 (S _b)			
X ₂ -> Z	0.252 (a)	0.067 (S _a)	2,80781772	0,03787425	0,00498785
Z -> Y	0.422 (b)	0.100 (S _b)			

Source: Research results processed with SPSS 26, 2023

From Table 9. above, the test statistic value of the effect of service quality on performance through competence as a mediating variable has a test statistic value of $2.97589082 < 1.96$ with a significance of $0.00292139 > 0.05$, which means Hypothesis 6 is rejected where customer satisfaction is able to mediate the effect of service quality on customer loyalty at PT Jetindo Nagasaki Transekspress Medan.

The test statistic value of the effect of training on performance through competence as a mediating variable has a test statistic value of $2.80781772 > 1.96$ with a significance of $0.00498785 < 0.05$, which means Hypothesis 7 is accepted where customer satisfaction is able to mediate the effect of promotion on customer loyalty at PT Jetindo Nagasaki Transekspress Medan.

DISCUSSION

Service Quality Affects Customer Satisfaction at PT Jetindo Nagasaki Transekspress Medan.

The value of the tcount of the service quality variable is 4.180 and significant at 0.000, which is smaller than 0.05. The hypothesis is accepted because $t_{hitung} \geq t_{tabel}$ ($4.180 > 1.98969$) which means that service quality affects customer satisfaction at PT Jetindo Nagasaki Transekspress Medan. By doing good service such as guaranteeing the condition of the goods that arrive on time and are not damaged, of course, it will increase the sense of satisfaction in customers.

Promotion Affects Customer Satisfaction at PT Jetindo Nagasaki Transekspress Medan

The t-calculated value of the promotion variable is 3.758 and is significant at 0.000, which means it is smaller than 0.05. The hypothesis is accepted because $t_{count} \geq t_{table}$ ($3.758 > 1.98969$) which means promotion has an effect on customer satisfaction at PT. Jetindo Nagasaki Transekspress Medan. By increasing promotions that are more targeted according to what customers want, of course you can create a sense of satisfaction within customers.

Service Quality Influences Customer Loyalty at PT. Jetindo Nagasaki Transekspress Medan.

The t-count value for the service quality variable is 2.417 and is significant at 0.018, which means it is smaller than 0.05. The hypothesis is accepted because $t_{count} \geq t_{table}$ ($2.417 > 1.98969$) which means that service quality influences customer loyalty at PT. Jetindo Nagasaki Transekspress Medan. By providing good quality service like PT. Jetindo Nagasaki Transekspress Medan must always guarantee that the delivery of goods arrives in good condition and is not damaged, of course this will increase the sense of loyalty to consumers so that consumers continue to send goods using PT. Jetindo Nagasaki Transekspress Medan.

Promotions Influence Customer Loyalty at PT. Jetindo Nagasaki Transekspress Medan.

The t-calculated value of the promotion variable is 2.495 and is significant at 0.015, which means it is smaller than 0.05. The hypothesis is accepted because $t_{count} \geq t_{table}$ ($2.495 > 1.98969$) which means that promotions have an effect on customer loyalty at PT. Jetindo Nagasaki Transekspress Medan. By providing promotions that are right on target, PT. Jetindo Nagasaki Transekspress Medan is getting better, which causes customers to become more loyal in sending their goods using PT services. Jetindo Nagasaki Transekspress Medan.

Customer Satisfaction Influences Customer Loyalty at PT. Jetindo Nagasaki Transekspress Medan.

The value of the t-calculated customer satisfaction variable is 4.212 and is significant at 0.000, which means it is smaller than 0.05. The hypothesis is accepted because $t_{count} \geq t_{table}$ ($4.212 > 1.98969$) which means that customer satisfaction influences customer loyalty at PT. Jetindo Nagasaki Transekspress Medan. The sense of satisfaction created in consumers will of course increase the sense of loyalty in consumers so that consumers want to recommend PT's services. Jetindo Nagasaki Transekspress Medan to other people.

Service Quality Influences Customer Loyalty with Customer Satisfaction as an Intervening Variable at PT. Jetindo Nagasaki Transekspress Medan.

The statistical test value of the influence of Service Quality on performance through competence as a mediating variable has a statistical test value of $2.97589082 < 1.96$ with a significance of $0.00292139 > 0.05$, which means Hypothesis 6 is rejected where customer satisfaction is able to mediate the influence of service quality on loyalty customers at PT. Jetindo Nagasaki Transekspress Medan. By providing good service, such as ensuring that goods arrive on time and are not damaged, of course it will increase the sense of satisfaction in customers, thus having an impact on customer loyalty.

Promotions Influence Customer Loyalty with Customer Satisfaction as an Intervening Variable at PT. Jetindo Nagasaki Transekspress Medan.

The statistical test value of the effect of training on performance through competence as a mediating variable has a statistical test value of $2.80781772 > 1.96$ with a significance of $0.00498785 < 0.05$, which means Hypothesis 7 is accepted where customer satisfaction is able to mediate the effect of promotions on customer loyalty in PT. Jetindo Nagasaki Transekspress Medan. By increasing promotions that are more targeted according to what customers want, of course you can create a sense of satisfaction in customers, thereby increasing customer loyalty.

CONCLUSION

The conclusions in this research are:

- Service quality influences customer satisfaction at PT. Jetindo Nagasaki Transekspress Medan.
- Promotions influence customer satisfaction at PT. Jetindo Nagasaki Transekspress Medan.
- Service quality influences customer loyalty at PT. Jetindo Nagasaki Transekspress Medan.
- Promotions influence customer loyalty at PT. Jetindo Nagasaki Transekspress Medan.

- Customer satisfaction influences customer loyalty at PT. Jetindo Nagasakti Transekspress Medan.
- Service quality influences customer loyalty with customer satisfaction as an intervening variable at PT. Jetindo Nagasakti Transekspress Medan.
- Promotions influence customer loyalty with customer satisfaction as an intervening variable at PT. Jetindo Nagasakti Transekspress Medan.

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