

The Effect of Service Quality and Perceived Value on Brand Loyalty Mediated by Customer Satisfaction at Mie Gacoan Yogyakarta

Nur Zakiyah Mukarromah¹, Yuni Istanto², Wisnalmawati³

^{1,2,3}Management Department, Universitas Pembangunan Nasional "Veteran" Yogyakarta, Indonesia

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ABSTRACT

This study aims to determine the effect of service quality and perceived value on brand loyalty mediated by customer satisfaction at Mie Gacoan restaurants in all areas in Yogyakarta. This research is explanatory research with survey method. The population in this study were all consumers of Mie Gacoan in the Yogyakarta branch. Sampling using purposive sampling method. This type of statistical analysis uses PLS 3.0. And the results showed that directly all independent variables have a significant positive effect on brand loyalty. Indirectly service quality, perceived value has a significant positive effect on brand loyalty which is mediated by customer satisfaction.

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Corresponding Author:

Name: Yuni Istanto

Institution Address: Universitas Pembangunan Nasional "Veteran" Yogyakarta, Indonesia

e-mail: yuniistanto@upnyk.ac.id

1. INTRODUCTION

The food industry has always had its own charm for business people. No wonder so many new restaurants are starting to go viral and offer a variety of unique concepts. However, it is not uncommon for the virality to only last a short time. So, there is no customer loyalty to the restaurant. The Yogyakarta branch of Mie Gacoan is one of the food businesses that is still in great demand. Mie Gacoan itself was first established in 2016 in Malang, then began expanding to various cities, one of which is Yogyakarta.

Even though it has been established for many years, Mie Gacoan has never been emptying of visitors and is crowded to this day. Unlike the competitors, Mie Gacoan tends to be consistent with the crowds and as if Mie Gacoan has become the most famous top mind noodle in Yogyakarta. Even so, Mie

Gacoan actually has services that often do not satisfy customers ranging from queuing problems, employee service, to the product itself.

Customers who know that the service is not satisfactory still visit Mie Gacoan. This customer satisfaction is the key to retaining customers [1]. Satisfaction has driving factors in shaping satisfaction, namely, service quality, product quality, price, convenience, and emotional [2]. Customer satisfaction can be interpreted as an important factor in improving performance in the field of marketing in an organization or company [3]. Customer satisfaction with the products sold by Mie Gacoan will create loyalty to the product [4].

Customer loyalty is influenced by customer quality [5]. Product quality contributes greatly to customer satisfaction, customer retention, word of mouth

communication, repeat purchases, customer loyalty, market share and profitability. The key to winning the is to provide value and satisfaction to customers through the delivery of quality products and services at competitive prices [6]. Benefits for the company by achieving a high level of customer satisfaction, which will increase customer loyalty and prevent turnover [7].

There are competition inconsistencies in service quality on loyalty. Research on customer quality has a significant positive effect on loyalty [8], [9], [10]. Meanwhile, other studies state that service quality has no effect on loyalty [11], [12].

Perceived Value is one of the most important marketing strategies in maintaining a company's competitive advantage through brand loyalty. This is because the value perceived by customers is something unique, so that customers can distinguish one brand from another based on this value and customers will certainly prefer brands that provide the most profitable value for them [1]. Thus, customers will be loyal to the brand, so that the company can win the competition. Perceived value measures how much the customer assesses and feels the benefits that match the expectations he wants, compared to the sacrifice to get these benefits [13]. So, it can be concluded that Perceived Value is a customer assessment that is carried out by comparing the benefits received with the sacrifices incurred in obtaining a product.

2. LITERATURE REVIEW

2.1. Service Quality

Service quality is defined as an effort that marketers can make to meet the needs, desires and expectations of consumers for a service [6]. Service quality is used to exceed expectations [14].

Service Quality generally refers to the company's ability to provide services in accordance with the level of customer expectations from consumers of a service [15]. The quality of a service delivered by

marketers in accordance with consumer expectations, it is certain that it will lead to a tendency of satisfaction for consumers [16].

SERVQUAL model is the most commonly used model and has even been considered as a standard model in measuring service quality [6]. The SERVQUAL model itself refers to research from [15] which states that the measurement of service quality can be done by measuring the five dimensions of service quality itself, namely; tangibles, reliability, responsiveness, assurance, and empathy. This SERVQUAL model is often modified and added dimensions which add the dimension of network quality in research [17].

Several studies on the relationship between service quality and loyalty found that service quality has a significant positive effect on loyalty [18], [19], [20], [21], [22], [23].

2.2 Perceived Value

Perceived value is an important concept for companies because customer value is the fundamental basis for all marketing activities [24].

Overall consumer assessment of the usefulness of a product based on perceptions of what is received and what is given [15]. The perception of value received will direct purchasing behaviour in consumers so that there are values and experiences that consumers receive when using these services [25].

Perceived value is a very important component that will determine consumer loyalty. This happens because consumers not only pay monetary prices but behaviour prices such as opportunity costs, time, energy [26].

Perceived value is defined as the results or benefits received by customers in relation to total costs [27], [6]. Perceived value indicators [6] include: emotional value, social value, performance value, price value of money. Other research on Perceived value indicators [28]: performance value and price value of money.

Previous research explains that perceived value has a significant positive effect on loyalty [29], [22].

2.3 Customer satisfaction

Customer satisfaction is a measurement of the extent to which consumers feel happy with the product or service received [16]. Customer satisfaction has now become a central concept in theory, discourse and then marketing practice, even customer satisfaction has become an essential business goal in business activities [6]. Measurement of customer satisfaction using indicators including overall satisfaction), expecting, the interest in re-purchasing), recommendation [1].

Previous research explains that customer satisfaction can be used as a mediator in service quality and perceived value variables on brand loyalty and has a significant positive effect [18], [23], [8], [30].

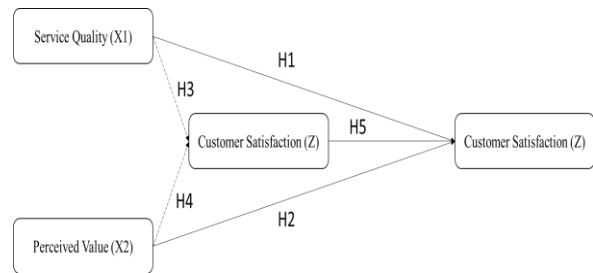
2.4. Brand Loyalty

Brand loyalty is a commitment contained within a consumer to then make purchases of a particular product or service in the future, even though in the future there are marketing efforts to change this commitment [1], brand loyalty is a continuous purchasing behaviour for a brand, even though there are competitors that offer superior

features, lower costs, and offer superior convenience [31].

Indicators of consumer loyalty include: makes regular purchase, purchase across product & service line, refers other and demonstrates immunity to the pull of the competition [32].

2.4. Framework of study



3. METHODS

3.1. Research design

This research is explanatory research with a survey method [33]. This research was conducted at all Mie Gacoan outlets in the Yogyakarta branch and the research was conducted in 2023. Sampling was carried out using non probability sampling with purposive sampling method. In this study, data were obtained directly through questionnaires about service quality, perceived value, customer satisfaction and brand loyalty. The application used in this study uses Smarts PLS 3.0. The variables in this study are as follows:

3.1. Research Variables

Variable	Indicators
Service Quality (X1), [15]	a. Tangibles b. Reliability c. Responsiveness d. Assurance e. Empathy
Perceived Value (X2), [6]	a. Emotional Value b. Social Value c. Quality d. Value for Money
Customer Satisfaction (Z), [1]	a. Overall satisfaction b. Expectation

	c. The interest re-purchasing d. Recommendation
Brand Loyalty (Y), [32]	a. Makes regular purchase b. purchase across product c. refers other d. demonstrates immunity to the pull of the competition

Source: Primary data (2023)

3.2. Instrument Test

The instrument test in this study was carried out by analysing the outer model which is often also called the measurement model, which is defined by how each indicator block relates to its latent variable. The measurement model (outer model) is used to test the construct validity and reliability instrument [34].

The validity tests used in this study are convergent validity and discriminant validity tests. Indicators are considered valid if all outer loading variable dimensions have a loading value > 0.7 so that it can be concluded that these measurements meet the criteria for convergent validity [35].

Reliability test is conducted to determine the extent to which measurements provide consistent or stable results over time. Data meets reliability if the composite reliability value is > 0.6 and Cronbach Alpha > 0.7 [35].

3.2. Data Analysis Technique

The data analysis technique in this study uses descriptive analysis and inner model.

Inner model or commonly referred to as influence test or hypothesis test aims to predict the relationship between latent variables [35]. The inner model can be evaluated from several indicators including:

1. Coefficient of Determination (R²), with the provisions [35]:
 - (R²) > 0.67 indicates the effect of exogenous variables on

endogenous variables is in the strong category.

- The R² value between 0.33 - 0.67 indicates that the influence of exogenous variables on endogenous variables is in the medium category.
- The R² value between 0.19 - 0.33 indicates that the influence of exogenous variables on endogenous variables is in the weak category.

2. Predictive Relevance – GoF

Goodness of fit (GoF) in this study aims to determine what percentage of the model (model fit). The greater the GoF value indicates that the model in this study is increasingly fit with the data (Hair et al., 2013).

3. P – Value

The P-value is used as the estimated value of the path relationship in the structural model. a model indicated by a P value < 0.05 means that the path relationship in the model is significant. And if the P value > 0.05 means that the path relationship in the model is not significant [35].

4. RESULTS AND DISCUSSION

4.1. Descriptive Analysis

Descriptive analysis in this study aims to determine the characteristics of respondents who can be seen from age, gender, occupation, repeat purchases, and descriptive research variables.

For characteristics based on age, the following results were obtained:

Table 1. Characteristics by Age

Age	Total	Percentage
17 – 20 years	67 respondents	37,22%
21 – 25 years	65 respondents	36,11%
26 – 30 years	38 respondents	21,11%
31 – 35 years	7 respondents	3,89%
> 36 years	3 respondents	1,67%

Source: Primary data (2023)

Characteristics based on age showed that respondents aged 17-20 years had the largest percentage and respondents aged >36 had the smallest percentage.

For characteristics based on gender, the following results were obtained:

Table 2. Characteristics by Gender

Gender	Total	Percentage
Female	112 respondents	62%
Male	68 respondents	38%

Source: Primary data (2023)

Character based on gender, there are more female respondents than male respondents. As for characteristics based on occupation, the following results were obtained:

Table 3. Characteristics by Occupation

Occupation	Jumlah	Persen
Students	107 respondents	59%
Civil servant	37 respondents	21%
Housewife	13 respondents	7%
Private employee	15 respondents	8%
Freelancer	3 respondents	2%
Self-employed	5 respondents	3%

Source: Primary data (2023)

Characteristics based on age, the most respondents are students and the least respondents are freelancers. As for the characteristics based on repeat purchases, the following results are obtained:

Table 4. Characteristics based on Repeat Purchase

Job	Jumlah	Percent
More than 6 times	54 respondents	30%
3 – 5 times	86 respondents	48%
2 times	40 respondents	22%

Source: Primary data (2023)

Characteristics based on repeat purchases, the most respondents repeated purchases 3 - 5 times. And from all questionnaires given by respondents, all respondents are loyal customers to Mie Gacoan.

For the descriptive variables in this study, the following results were obtained:

Table 5. Descriptive Research Variables

Variable	Mean	Category
Service Quality (X ₁)	3,86	High
Perceived Value (X ₂)	3,97	High
Customer Satisfaction (Z)	3,96	High
Brand Loyalty (Y)	3,92	High

Source: Primary data (2023)

Based on the descriptive variables, the results show that all variables are categorized as high.

4.2. Quantitative analysis results - Outer Model

Outer model is a measurement model that connects indicators with other variables and inner model or structural model is a structural model that connects latent variables [35]. The results of the outer model are as follows:

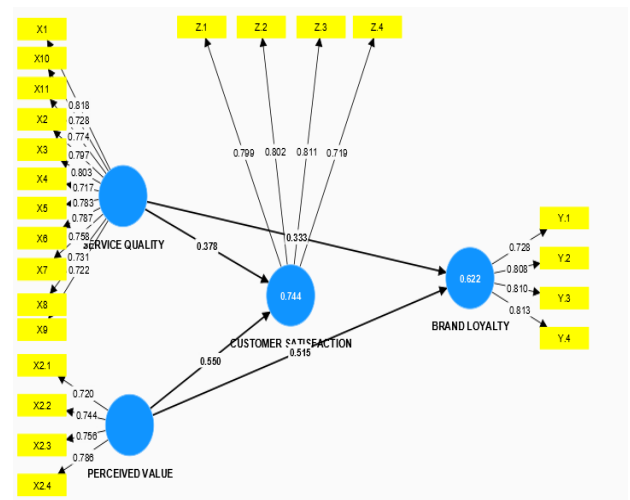


Figure 1. research result outer model

After obtaining the outer model graph in figure 1, the next step is to test the validity test and reliability test.

The validity test used in this study uses the square root value of average variance extracted (AVE). The recommended value to pass the validity test is > 0.5 [35].

Table 6. Average Variance Extracted

Variable	AVE	Criteria	Description
X ₁	0,587	> 0,5	Valid
X ₂	0,566	> 0,5	Valid
Z	0,614	> 0,5	Valid
Y	0,625	> 0,5	Valid

Source: Primary data (2023)

Based on the results of the variance extracted test, it is known that the AVE value of each variable has a value > 0.5, which means that all variables are said to be valid and pass the validity test and proceed to the reliability test.

The reliability test in this study used Cronbach's alpha. A construct or variable is said to be reliable if it provides a value (α) > 0.7 [35], where the output in this study provides the following results:

Table 7. Descriptive Research Variables

Variable	Cronbach's Alpha	Criteria	Description
X ₁	0,929	> 0,7	Reliable
X ₂	0,747	> 0,7	Reliable
Z	0,790	> 0,7	Reliable
Y	0,801	> 0,7	Reliable

Source: Primary data (2023)

The value in the study > 0.7 so it can be concluded that all variables passed the reliability test.

4.3. Quantitative analysis - Inner Model

The inner model in this study is divided into three including R-Square, Q-Square, Hypothesis Test.

The R-Square test is used to determine the percentage of exogenous latent variables affecting endogenous latent variables. And the results obtained are as follows:

Table 8. R Square Test

Variable	R Square	R Square Adj
Customer Satisfaction (Z)	0,743	0,740
Brand Loyalty (Y)	0,665	0,659

Source: Primary data (2023)

From table 8, it is known that the R-Square value on the Brand Loyalty variable shows a value of 0.659. Brand Loyalty is influenced by Service Quality, Perceived Value, and Customer Satisfaction by 65.9% and the remaining 34.1% is influenced by variables outside this research model. And for the Customer Satisfaction variable, it gets a value of 0.740. Customer Satisfaction is influenced by Service Quality and Perceived Value by 74% and the remaining 26% is influenced by other variables that are not in this research model.

The Goodness of Fit (GoF) test in this study aims to determine how much this model is in the study. The results of the GoF calculation are as follows:

$$GoF = 1 / (\text{average AVE}) \times \text{average } R^2$$

$$GoF = 1 / (0,598 \times 0,699)$$

$$GoF = 1 / 0,418 = 0,646$$

The criteria for assessing GoF are 0.1 (small GoF), 0.25 (medium GoF) and 0.36 (large GoF) [36]. The Goodness of fit (GoF) value in this study is 0.646 which means large.

The P-value in this study is used as an estimate of the path relationship in the structural model. the model indicated by the P value < 0.05 means that the path relationship in the model is significant. This research is divided into two, namely direct effect and indirect effect. For the P-Value Test Results direct effect and indirect effect as follows:

Table 9. P - Value (direct effect)

Variable	SD	T-Statistics	P-Values
X ₁ -> Y	0,078	2,186	0,029
X ₂ -> Y	0,118	2,438	0,015
X ₁ -> Z	0,090	4,263	0,000
X ₂ -> Z	0,087	6,251	0,000
Z -> Y	0,127	3,288	0,001

Source: Primary data (2023)

Table 10. P - Value (indirect effect)

Variable	SD	T-Statistics	P-Values
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$X_1 \rightarrow Z \rightarrow Y$	0,075	3,038	0,002
$X_2 \rightarrow Z \rightarrow Y$	0,066	2,410	0,016

Source: Primary data (2023)

Based on the P-Value test if the p-value with a p value < 0.05 with a t statistic $> t$ -table. The t-table in this study is 1.960. The results show that the p values < 0.05 with a t-statistic value $> t$ -table (1.960) which means that all independent variables have a significant positive effect on the dependent (direct effect) and a significant positive effect between the independent and the dependent mediated by variable Z (indirect effect).

From the P-Value test, a discussion can be drawn between variables, among others:

1. The direct effect of service quality (X_1) on brand loyalty (Y). Based on direct tests, the results show that service quality has a positive and significant effect on brand loyalty behaviour. This means that the more the Yogyakarta Mie Gacoan outlet has good service quality, the more brand loyalty will increase.

This research is in accordance with previous research which states that service quality has a significant positive effect on brand loyalty [18], [20].

2. The direct effect of perceived value (X_2) on brand loyalty (Y). Based on the direct test, it is found that perceived value has a significant positive effect on brand loyalty. This means that the higher the perceived value, the higher the brand loyalty at Mie Gacoan Yogyakarta. Perceived value is an assessment made by consumers about the benefits received by consumers with consumer sacrifices.

Therefore, perceived value will be the main determinant of loyalty, because if the perceived value

received by customers is good, the higher customer loyalty will be. This research is in accordance with research from [29], [22] which states that perceived value has a positive significant effect on brand loyalty.

3. The direct effect of service quality (X_1) on customer satisfaction (Z). Based on direct tests, the results show that service quality has a significant positive effect on customer satisfaction. All this means that the higher the value of customer satisfaction, the higher the brand loyalty at Mie Gacoan Yogyakarta. Based on direct tests, the results show that service quality has a significant positive effect on customer satisfaction. This means that the higher the value of customer satisfaction, the higher the brand loyalty at Mie Gacoan Yogyakarta.

This research is consistent with previous research which states that perceived value has a significant positive effect on customer satisfaction [8], [18], [23], [30].

4. The direct effect of perceived value (X_2) on customer satisfaction (Z). Based on the direct test by looking at the path coefficients value, the results of this study indicate that perceived value has a positive and significant effect on customer satisfaction. This means that the higher the perceived value, the higher the customer satisfaction at Mie Gacoan Yogyakarta.

This research is in accordance with research from [37] which states that perceived value has a significant positive effect on customer satisfaction.

The direct effect of customer satisfaction (Z) on brand royalty (Y). Based on direct tests by looking at the value of path coefficients, the results of this study indicate that customer satisfaction has a positive and significant effect on brand loyalty. This means that the higher the value of customer satisfaction, the higher the brand loyalty at Mie Gacoan Yogyakarta.

Thus, companies that want to compete must be able to make customers high satisfaction, because unsatisfied customers will easily switch to other products [8], [18], [22], [23].

5. The indirect effect of service quality (X_1) on brand loyalty (Y) which is mediated by customer satisfaction (Z). The effect of service quality on brand loyalty mediated by customer satisfaction. This is also in accordance [38], customer satisfaction mediates the effect of service quality on customer loyalty. Research by [39], proves that satisfaction mediates the effect of service quality on loyalty. This can be interpreted that the higher the quality of service provided, the more satisfied customers are and ultimately will be loyal to the brand.

The indirect effect of perceived value (X_1) mediated by customer satisfaction (Z). Based on direct tests

by looking at the value of indirect effects, the results of this study indicate that perceived value has a positive and significant effect on brand loyalty mediated by customer satisfaction. This means that the higher the perceived value, the higher the brand loyalty value that customers have when the value of customer satisfaction at Mie Gacoan Yogyakarta is also continuously improved [16], [39].

5. CONCLUSION

Based on the research results, the following conclusions were obtained:

- Service quality directly has a significant positive effect on brand loyalty.
- Perceived value directly has a significant positive effect on brand loyalty.
- Service quality directly has a significant positive effect on customer satisfaction.
- Perceived value directly has a significant positive effect on customer satisfaction.
- Customer satisfaction directly has a significant positive effect on brand loyalty.
- Customer satisfaction indirectly has a significant positive effect on brand loyalty which is mediated by customer satisfaction.
- Customer satisfaction indirectly has a significant positive effect on brand loyalty which is mediated by customer satisfaction.

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