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The effect of service quality and customer value on customer satisfaction and customer loyalty in Bank Sultra

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ABSTRACT

The purpose of this study was to determine and analyze the effect of service quality and customer value on satisfaction and loyalty, the effect of satisfaction on loyalty, the role of satisfaction in mediating the relationship between service quality and customer value on customer loyalty in Bank Sultra. Analysis of data processing using the Structural Equation Model (SEM) with Lisrel software. The results of the study found that service quality, customer value had a positive but insignificant effect on customer satisfaction but a positive and significant effect on customer loyalty. In addition, satisfaction has an effect on customer loyalty, and satisfaction itself could play a role in mediating the relationship between service quality and customer loyalty. In connection with these findings, researchers suggest the need to build and maintain customer loyalty with a strategy to increase factors that are considered not optimal by customers, such as reliability, responsiveness, assurance, and empathy, in addition to the need to maintain and develop a high sense of belonging to Bank Sultra customers by trying to emphasize to staff the importance of building emotional relationships with customers by greeting in a friendly manner, serving politely, interacting, and trying to understand the identity of the customer's background so that intimacy with customers is established.



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Introduction

A company must have certain goals in order to maintain the viability of the company in the long term. One of the goals of a company is to maximize profits to increase company growth, and besides that, the company must be able to realize customer satisfaction. Competition in today's banking world, especially in terms of improving service to customers from year to year, is increasingly becoming a concern for both banks as service providers and the public as users of bank services (Mokoagouw, 2018). One of which is Bank Sultra as a regional bank will always be trusted by customers if it provides reliable and excellent service, is honest in providing information and services, has financial and non-financial capabilities in satisfying their customers if it provides many programs that add value, customer satisfaction and loyalty. A significant relationship is also shown between the length of subscription and the level of customer loyalty, where based on the results of the analysis of customers who have a longer subscription there is a tendency to have a higher level of loyalty (Kuntari et al., 2016).

Based on the consideration of experience and information that customers get while using a product/service, this does not mean loyal in the sense of undivided loyalty, but there is a possibility that

customers feel that if they switch products/services it is not certain that they will get the product/service, which is better than the one they are currently using. Groups of customers with large incomes tend to be less sensitive to price, especially when the expenses are much less than their total income.

At present, with the increasing number of private banks, both foreign and national, that come with various services that are trying to attract customers to move, it is certainly very difficult for regional banks to compete in the market and play a competitive advantage. Bank Sultra has implemented various programs to maintain and guarantee customer satisfaction and loyalty, such as the Gemilang Bicycle program which gives appreciation with various prizes for customers.

Customer satisfaction is determined by the quality of products and services desired by customers, so quality assurance is a top priority for banks (Edyansyah, 2014). According to Parasuraman in (Rambat, 2013), service quality is how far the difference is between reality and customer expectations for the service they receive. For customer satisfaction with services, there are two main things that are closely related, namely customer expectations of service quality (expected quality) and customer perceptions of service quality (perceived quality). Customer satisfaction must be accompanied by customer loyalty. Customer satisfaction concerns what is expressed by customers about their perceptions and expectations of banking services obtained from banks. While loyalty is related to what customers do after interacting in a banking service process. This concept implies that customer satisfaction alone is not enough, because satisfied or dissatisfied is only one form of emotion.

Customer satisfaction is the focus of the assessment that reflects 5 (five) specific dimensions of the service. Customer satisfaction is influenced by service quality, product quality, price, situational factors and human factors (Mulyawati, 2020). The success of a bank is strongly influenced by how the company can satisfy all its customers. Because customer satisfaction is important for the existence of a business, satisfying customers can also improve business quality when competing with similar businesses (Nurhayati & Nurhalimah, 2019). Individual customer satisfaction is very difficult to achieve because of the various desires and expectations of each customer. Therefore, it is important for these banks to approach the needs and desires of their customers so that the customers they serve get satisfaction. Customers who feel satisfied are very important for banking companies because customer satisfaction affects the decision to stay with the product or service and will repurchase the banking product.

Several field phenomena that occur in banking show that Bank Sultra as a regional bank, has won the trust because it has provided satisfaction for customers, especially for community customers in Southeast Sulawesi. Bank Sultra (BPD) itself has won the achievement as the second-best regional government bank in the BPD category with assets of IDR 5 to 10 trillion for the district/city level in Southeast Sulawesi based on. The Asian Post (2018), which researched the Southeast Asian Bank in accordance with the objectives of its establishment and institutional status, as a driving force for regional economic growth is committed to continuing to encourage regional economic growth through banking services. Through this award, it shows that customers and the public in general have received satisfaction with the services and performance of the Southeast Sulawesi bank itself which is in accordance with the objectives of establishment and institutional status, as a driving force for regional economic growth is committed to continuing to encourage regional economic growth through banking services.

Other evidence through Investor Magazine held the 2017 Best Bank Awards assessing the performance of Bank Sultra based on the management of services provided to customers and how to appreciate customer value very well and achieve the ratings and criteria to be named the Best Bank of 2017 in the Regional Development Bank category. This proves that in the midst of rampant competition between banks, both regional, national and international banks in offering satisfaction to their customers, Bank Sultra has tried to show good performance even though in several sectors and spaces there must be a lot of attention and improvement to further increase satisfaction and attract new customers.

So because of this, there is "customer value," which is the customer's perception of the value of the quality offered, which is relatively higher than competitors'. This will affect the level of customer loyalty; the higher the perceived value felt by the customer, the greater the possibility of a relationship or transaction (Munisih & Soliha, 2015). Mahmud in (Admaja, 2015) defines Customer value is the difference between the value obtained by consumers from ownership and utilization of a product with costs incurred for Get the product. So furthermore, regarding the phenomenon of customer loyalty, namely how to maintain customer loyalty to continue to add or retain customers, requires many programs considering the behavior of customers after opening savings at Bank Sultra but not breaking their desire to open savings again at other banks. There are many things behind the behavior of these customers in having multiple bank accounts or several savings accounts at certain banks, for example, banks with special services for taking home loans, there are also banks

that serve with business loan program services and various services with advantages. each of them is competitive so that it is very possible for customers to be disloyal and tend to be opportunistic towards any bank service program. For this reason, Bank Sultra itself faces problems like this in how to maintain service quality, value and customer satisfaction and is also required to always maintain customer loyalty.

Several research results explain that customer satisfaction is influenced by customer expectations and perceived value from customers. This study shows that there is a tendency for customers to look more at the value aspect of the benefits they get than the costs they have to spend. When the company offers products/services of good quality, the ease of making transactions is maximized and offers cheaper prices, customers tend to feel satisfaction which ultimately increases loyalty, and vice versa if the service quality is not good, the transaction is less than optimal and a better price comparison is found. expensive, and do not make criticism and suggestions if there is something they feel dissatisfied with, the customer will feel dissatisfied with the product/service.

Customer satisfaction is determined by the customer's perception of the performance of the product or service in meeting customer expectations. Customers will feel satisfied if their expectations are met or will be very satisfied if customer expectations are exceeded. The main purpose of customer satisfaction is to build, improve and maintain customer loyalty to the company and the products it produces. In an era of intense competition among banking companies and in line with increasing customer expectations, building long-term customer loyalty is a key way to achieve profitability and sustainable growth.

Customer loyalty will be built when there is customer trust in the company and satisfactory service quality from the company to customers. Trust is a statement that involves convincing positive expectations regarding someone in something that is at risk, in this case trust is the belief that customers have in a company that the company will behave well towards its customers. Customers who believe in a company, the customer will have confidence in the company's expertise to be able to serve well, satisfactorily and reliably, it is also a belief that the company's intentions and motivations will bring benefits to customers and will not have a negative and detrimental effect on customers.

The variable satisfaction on customer loyalty has been empirically studied previously by Palitali in (Kuntari et al., 2016), in his study revealed that the value of the performance of the savings service attribute received by the customer had a significant and positive effect on the level of satisfaction or desired, the level of satisfaction or adequate had a significant effect on customer loyalty. significant and negative on customer loyalty. According to Kotler in (Gaol & Kadarsiman Hidayat, 2016), satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions or impressions of the performance or results of a product and their expectations. So, satisfaction is an impression of performance and expectations. If performance is below expectations, the customer is dissatisfied. If the performance meets expectations, the customer will be satisfied. If performance exceeds expectations, the customer will be very satisfied or happy. The key to generating customer loyalty is delivering high customer value.

Loyalty that will be measured from banking customers in this study is not only in terms of customer commitment to remain loyal to using the company's banking products in the long term and not switching to other banks, because basically banking products are products that require commitment, but also loyalty. customer attitude. The need to include a component of attitude loyalty has been emphasized by Martell (2007) who reveals that individual factors such as resistance to change and socio-cultural factors such as the presence of social ties form differences in behavioral loyalty and attitudinal loyalty.

Loyalty is shown in terms of the customer's willingness to say good and positive things about their banking products and companies to others, provide recommendations to others to have banking products from their banking companies, and desire to use additional products or services provided. offered by existing banking companies. Bloemer and de Ruyter (1998) confirmed a positive relationship between customer satisfaction and customer loyalty. In this case, bank customers will be loyal to the company and the banking products they have used if the customer is satisfied with the performance and services of the company. Customers will also be loyal if there is good service quality from banking companies to their customers when customers need them, the company will be responsible and ready to serve when there are complaints and problems with banking products.

Research conducted by (Lailia et al., 2013) which examines the relationship between service quality, price, and customer value on customer satisfaction, finding that service quality and customer value affect customer satisfaction. Research also conducted by (Ikasari et al., 2013) also explains that there is a significant and positive influence between customer value and service quality on customer satisfaction, the conclusion from the research results that customer value has a positive effect on customer satisfaction. Other studies also prove that service quality has a significant influence on customer satisfaction (N. D. Purwanti et al., 2014).

Customers who continuously or repeatedly come to the same place or use services/products at a company continuously identify that they are satisfied with the products or services offered by the company (Hayati, 2016).

While the research conducted by Mahanani in (Mahanani & Kamal, 2010) also found that there was a significant and positive influence between service quality and customer loyalty. Basically, customers or consumers expect to get good service to feel satisfied before getting the expected value of the desired service (Hayati, 2016). A study on customer value and loyalty has been conducted by (Agnanda et al., 2012). The results of this study indicate that the customer value variable has a positive and significant partial or individual effect on the customer loyalty variable (Agnanda et al., 2012).

Another study on customers of PT BTN Manado branch also showed that customer value had a positive and significant effect on customer loyalty. Increasing customer value can increase customer loyalty (Katiandagho et al., 2014). According to (Gantara et al., 2013) on the relationship between service quality, perceived value, customer satisfaction, and customer loyalty also found that the customer satisfaction variable had a significant direct effect on the customer loyalty variable. According to (Abdul-Rahman & Kamarulzaman, 2012) found that customer satisfaction is a strong factor that affects customer loyalty because customers who enjoy high satisfaction will have more desire to use and buy products/services that have been used/purchased previously. So based on the facts and research on the previous explanation, the problem is formulated in a study entitled *The Effect of Service Quality and Customer Value on Customer Satisfaction and Customer Loyalty at Bank Sultra*".

Method

Data Types and Sources

The types of data in this study are primary data and secondary data. Primary data is data taken directly from the source or object of research. In this study, primary data is data taken from questionnaires filled in by respondents directly and conducted interviews. In addition to primary data, secondary data is also used, namely data that has been collected by other parties who are not the researchers themselves, such as information from websites, journals, and books.

Sample

Determination of the sample size is determined through the Yamane and Slovin formula, this refers to Riduwan's opinion (2012:49) that the sampling technique uses the Yamane and Slovin formula if the population is known. The sampling method will use purposive sampling. Namely determining the sample based on certain criteria and considerations so as to get a sample unit according to the wishes of the researcher (Kuncoro, in (Zahra & Irawati, 2016)). The target sample to be studied amounted to 204 respondents with consideration of the ease of data analysis. The criteria applied are bank Sultra customers, have used Bank Sultra facilities and products for at least 2 years, and aged over 17 years. The consideration of age is based that the respondent can understand all the questions in the questionnaire given.

Data collection technique

This study uses an e-questionnaire as a data collection method. The distribution will be done directly to the target sample and through google form media to expand the reach of respondents. The use of google forms is also more efficient because the distribution of e-questionnaires is carried out by sharing links with customers. The scale used in this questionnaire is the Likert scale, which is a measurement scale with six response categories, namely "strongly agree" to "strongly disagree" which requires respondents to determine their degree of agreement or disagreement with a series of statements (A. Purwanti, 2019).

Data analysis technique

Measurement Model

This research includes quantitative research by processing analytical data using the Structural Equation Model (SEM) with Lisrel 8.7 software to measure unobserved variables that cannot be done with other multivariate regressions, as well as linear relationships between variables. SEM analysis is more effectively used to examine the effect of complex variables even involving mediating variables.

In SEM data processing, each latent variable used has several measures or observed variables or indicators. In the commonly used model, each latent variable is modeled as a factor that underlies the observed variables, also known as a loading factor. The relationship between the observed variable and the latent variable was analyzed through Confirmatory Factor Analysis (CFA). The results of the CFA analysis were obtained through a suitability test, namely validity and reliability tests. This suitability test was carried out for each construct (Wijanto, 2015).

Validity Test – CFA

Rigon and Ferguson (1991) and Doll, Xia, Torkzadeh (1994) in (Wijanto, 2015) say that there is a factor load criterion that can determine whether a variable has good validity to its construct. There are two criteria conditions, namely if the t value of the loading factor is greater than the critical value or 1.96 and has a standardized loading factor (SLF) 0.70 or 0.50 (Wijanto, 2015). Another opinion expressed by Carmines and Zeller (1979) in (Sugiyono, 2015) is that the factor loading value can still be said to be valid if it is greater than 0.3.

Reliability Test

Reliability test is conducted to see the reliability of a measuring instrument to measure a concept. Reliability is known from the extent to which the measure can be error-free or unbiased. The goal is to ensure that the measurement will be consistent over time and also be applied to various items in the instrument. Consistency shows how well the items used in measuring the concept can relate to each other as a set. The reliability test is a measurement carried out to determine the consistency of the instrument as a measuring tool if repeated measurements are made (Malhotra, 2010). In the SEM method, reliability measurement is carried out through a composite reliability measure or CR, which is the consistency of an indicator that can show the degree of indication of a latent variable and the measure of extract variance (VE measure) or VE, namely the number of indicators that can be explained by the latent variable.

The reliability test was carried out using the Composite reliability measure and VE with the following formula:

$$\text{Construct Reliability (CR)} = \frac{(\sum \text{Std. Loading})^2}{(\sum \text{Std. Loading})^2 + \sum e_j}$$

$$\text{Variance}_{\text{extracted}}(\text{VE}) = \frac{\sum \text{Std. Loading}^2}{\sum \text{Std. Loading}^2 + \sum e_j}$$

The criterion value that can state a construct has good reliability is the CR value 0.70 and the VE value 0.50 (Wijanto, 2015). The use of the variance extracted (VE) value to assess is optional (not required) as long as the composite reliability (CR) value has been met.

Mediation Effect Test

Effects among latent variables can be grouped into three types, namely: direct effects, indirect effects, and total effects. A direct effect occurs between two latent variables when there is an arrow connecting the two. Indirect effect occurs when there is no direct arrow connecting the two latent variables. Meanwhile, the overall effect is the sum of the direct and indirect effects (Wijanto, 2015).

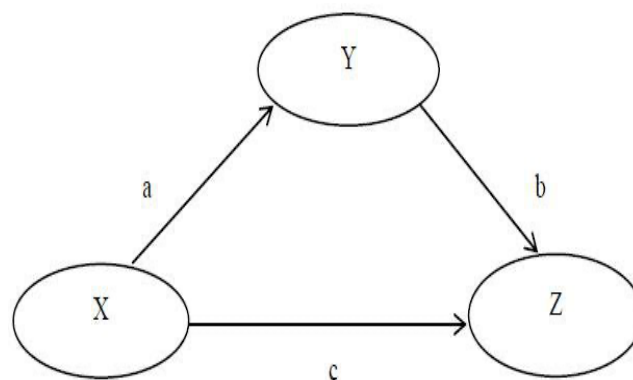


Figure 1. Measuring the Effect of Mediation

Source: Hair, Black, Babin, and Anderson (2010)

The steps taken to examine the presence or absence of mediation influence according to Hair, Black, Babin, and Anderson (2010): 1) Conduct an examination to check whether X has a relationship with Z (significant correlation); X has a relationship with Y (significant correlation); and Y has a relationship with Z (significant correlation); 2) If the relationship between X and Z (path c) remains significant and does not change when Y is included in the model as an additional predictor, then the mediation relationship is not proven; 3) If path c decreases but remains significant when Y is included as an additional predictor, it is evident that there is a partial mediation relationship; 4) If path c decreases to the point where it has a value that is no longer

significant after Y is included as a mediating variable or additional predictor, then it is proven that there is a full mediation relationship.

Testing the role of customer satisfaction as a mediator can also be done using the Sobel test, which is testing the relationship between variables through a mediating variable that is significantly capable of being a mediator in the relationship (Sobel, 1982). The Sobel Test calculation is carried out using the formula below:

$$Z = \frac{ab}{\sqrt{(b^2 SEa^2) + (a^2 SEb^2)}}$$

Figure 2. Sobel Test

Information:

a = regression coefficient of the independent variable to the mediating variable b = the regression coefficient of the mediating variable to the dependent variable

SEa = standard error of estimation of the influence of the independent variable on the mediating variable

SEb = standard error of estimation of the effect of the mediating variable on the dependent variable.

Results and Discussions

The influence of service quality on customer satisfaction

The results of hypothesis testing H1 found that service quality does not significantly affect customer satisfaction. It can be emphasized that changes in service quality have no impact on customer satisfaction.

Based on the results of the evaluation or assessment of respondents through Service Quality indicators, it can be explained that Assurance is the highest indicator perceived by customers with a high mean value. These conditions indicate that Bank Sultra has provided service guarantees to customers for security in transactions and the accuracy of staff in serving customers.

The assessment regarding the customer's Empathy indicator views that Bank Sultra's services have provided services to customers with special attention and sympathy for customers as well as enthusiasm and prioritizing customer interests in serving customers. Meanwhile, on the Reliability indicator, customers view that Bank Sultra has provided the promised services quickly and accurately and is ready to help solve problems faced by customers.

However, there are still indicators that are categorized as the lowest compared to other indicators, namely responsiveness (responses). Bank Sultra's services are considered by some employees to have not provided friendly and communicative services and can also be contacted via telephone and respond responsively. In addition, the indicator that gets the lowest rating is Tangible (Physical evidence). Customers view that the physical services of Bank Sultra starting from the buildings and service facilities that are neatly arranged, the neatness of clothes has not provided overall satisfaction to customers.

However, it should still be noted that not all of these customers are satisfied with the service, there is also a small percentage of customers who do not agree with the quality of services provided by Bank Sultra and it would be a concern for Bank Sultra, especially in the tangible (physical evidence) and reliability section. (reliability) of the employees of Bank Sultra for that it is necessary to fix the sector so that it can improve the quality and service standards of the employees and management of Bank Sultra

This contradicts previous research which shows that service quality has a positive effect on customer satisfaction. As explained by (Lailia et al., 2013) also found that service quality and customer value affect customer satisfaction. According to (Ikasari et al., 2013) also explained that there is a significant and positive influence between customer value and service quality on customer satisfaction, the conclusion of the research that customer value has a positive effect on customer satisfaction. Other studies also prove that service quality has a significant influence on customer satisfaction (N. D. Purwanti et al., 2014). Customers who continuously or repeatedly come to the same place or use services/products at a company continuously identify that they are satisfied with the products or services offered by the company (Hayati, 2016).

The effect of customer value on customer satisfaction

In testing the H2 hypothesis, customer value has a positive effect on customer satisfaction. From the data processing, the resulting t-value is significant at 7.13, which is greater than 1.645. The coefficient shown also has a positive number of 0.66. This means that hypothesis H2 is accepted which indicates that customer value has a significant positive effect on customer satisfaction.

Based on the description of the respondents' answers, most of the Southeast Sulawesi Bank customers stated that they had given customer value to them mainly from the Functional Value that got the highest Mean. If we look at the actual empirical conditions, based on the respondents' assessment of the customer value variable, it is considered good, where the Sultra Bank respondents have given a good assessment of their value as valued customers. Then the functional value is good enough even though it gets the smallest mean which would be a note for management to pay attention to and evaluate this customer value so that Bank Sultra is getting more value in the eyes of customers and becomes a trigger for customer satisfaction and loyalty.

Basically, customers or consumers expect to get good service to feel satisfied before getting the expected value of the desired service (Hayati, 2016). According to (Iskandar & Dendy, 2013) tried to examine the relationship between customer value and customer satisfaction. In his research, customer value is explained by four dimensions, namely emotional value, social value, performance value, and price value. The results of his research found that emotional value, social value, performance value, and price value together or simultaneously have a significant effect on customer satisfaction. Meanwhile, in the partial test, it was found that the emotional value, social value, and price value partially had no significant effect on customer satisfaction. However, the performance value actually partially has a significant effect on customer satisfaction. Of the four values, the most important for customers lies in the performance value (Iskandar & Dendy, 2013).

The influence of service quality on customer loyalty

Similar to the results of hypothesis testing H1, hypothesis testing H3 is obtained when service quality has no significant effect on customer loyalty. From the data processing, the resulting t-value is significant at 0.00, smaller than 1.645. This means that there is no significant relationship between service quality and customer loyalty and hypothesis H3 is rejected.

Based on the respondent's perception, it was found that indicators categorized as still low when compared to other indicators, namely responsiveness (responses). Bank Sultra's services are considered by some employees to have not provided friendly and communicative services and can also be contacted via telephone and respond responsively. In addition, the indicator that gets the lowest rating is Tangible (Physical evidence). Customers view that the physical services of Bank Sultra starting from the buildings and service facilities that are neatly arranged, the neatness of clothes has not provided overall satisfaction to customers.

The results of this study contradict previous research which found that service quality has a positive effect on customer loyalty. Service quality is related to a dynamic condition that affects products, services, people, processes and the environment that meet or exceed expectations. According to (Fibrianto & Sudaryanto, 2011) explains that there is a significant and positive influence between service quality and customer loyalty. In addition, (Mahanani & Kamal, 2010) also found that there is a significant and positive influence between service quality and customer loyalty. Another study also showed a significant relationship between service quality and customer loyalty (Gantara et al., 2013).

Influence of customer value on customer loyalty

In contrast to the results of hypothesis testing H1 and H3, customer value has a positive effect on customer loyalty. From the data processing, it is generated when the t-value of 4.14 is greater than 1.645 and the coefficient which has a positive number is 0.51. This means that hypothesis H4 is accepted which indicates that customer value has a significant positive effect on customer loyalty.

The results of the descriptive analysis of customer value show that the functional value indicator is the indicator that is the highest perceived by customers. This condition shows that Bank Sultra has provided the best and quality service that is consistent with its products and services to its customers.

In addition, the customer's assessment of the emotional value is the next indicator perceived by the customer, which is indicated by a high mean value. This condition illustrates that the value felt by Bank Sultra customers has enjoyed the services that have been provided and are happy with it

While the sacrifice value indicator is the indicator that gets the lowest rating. In general, the assessment is good, but there are still some employees who feel that Bank Sultra offers fees that are unreasonable and economical and sometimes do not match the sacrifices that have been made by customers.

This research is in line with previous research which shows a positive relationship between customer value and customer loyalty. According to (Agnanda et al., 2012) found that the customer value variable had a positive and significant partial or individual effect on the customer loyalty variable. Other research also shows that customer value has a positive and significant effect on customer loyalty where increasing customer value can increase customer loyalty (Katiandagho et al., 2014). The value of a product greatly influences customer

loyalty, the higher the value perceived by the customer, the more likely it is that a relationship or transaction will occur in a long time. Companies can keep loyal customers because companies will spend more effort and money to get new customers than they keep existing customers.

Effect of customer satisfaction on customer loyalty

In testing the fifth hypothesis H5, customer satisfaction has a positive effect on customer loyalty. From the data processing, the resulting t-value is significant at 3.19, which is greater than 1.645. The coefficient shown also has a positive number of 0.30. This means that the hypothesis H5 is accepted which indicates that customer satisfaction has a significant positive effect on customer loyalty.

The results of descriptive analysis show that service quality is the highest indicator perceived by customers, which is indicated by a fairly high average value. It can be explained that Bank Sultra has provided fast, precise and comfortable service to customers when transacting.

Employee evaluation of price is a factor perceived by customers with a fairly high mean value, this illustrates that Bank Sultra customers are quite satisfied with various interest rates, replacement costs for ATMs or lost savings books and transaction costs at Bank Sultra.

Furthermore, the respondent's assessment of the physical environment is the next indicator that is perceived by customers as high. This condition illustrates that the customers of Bank Sultra have been quite satisfied with the products and services as well as the completeness of other transaction features that have been provided by Bank Sultra.

However, the respondent's evaluation of the value of sacrifice is the lowest indicator of getting an assessment. This condition can be explained that some customers are not satisfied with the arrangement of waiting chairs, adequate room interiors and also the availability of safe parking.

This study is in line with research conducted by (Gantara et al., 2013) on the relationship between service quality, perceived value, customer satisfaction, and customer loyalty. It found that the customer satisfaction variable had a significant direct effect on the customer loyalty variable. This research was conducted among students on the products of telecommunication service providers. According to (Abdul-Rahman & Kamarulzaman, 2012) also found that customer satisfaction is a strong factor affecting customer loyalty because customers who enjoy high satisfaction will have more desire to use and buy products/services that have been used/purchased previously.

Mediation Role of Satisfaction of Service Quality on Customer Loyalty of Bank Sultra

For hypothesis H6 where customer satisfaction mediates the relationship between service quality and customer loyalty, the test results show that the resulting t-value is significant. This means that customer satisfaction is not proven to be able to mediate the relationship between service quality and customer loyalty. The low quality of service in increasing loyalty is one of the causes of the satisfaction factor unable to bridge the influence of service quality on customer loyalty. The facts show that satisfaction plays a big enough role in customer loyalty but has not been able to provide reinforcement for the quality of service perceived by customers. The findings of this study are not in line with research by Agustanti, Suddin and Suanti (2018) which confirms that the customer satisfaction variable is a mediating variable for the influence of service quality variables on customer loyalty. This means that the indirect path of service quality influence on customer loyalty is more appropriate to be chosen than the direct path.

Mediation Role of Satisfaction of the influence of Customer Value on Customer Loyalty of Bank Sultra

For hypothesis H7 where customer satisfaction mediates the relationship between customer value and customer loyalty, the test results show that the resulting t-value is significant. This means that hypothesis H7 is accepted so that customer satisfaction is proven to be able to mediate the relationship between customer value and customer loyalty. High satisfaction increases loyalty and the impact of customer value on satisfaction and performance is significant to be a factor that causes satisfaction to be able to bridge the influence of customer value on loyalty. This is very reasonable because the value of the influence of satisfaction on loyalty is higher than the direct influence of customer value on loyalty. Based on these findings, it can be concluded that satisfaction is a mediator of the influence of customer value on loyalty. The findings of this study are in line with the research of (Khuong & Phuong, 2017) that customer value, and service quality are significantly correlated and both directly and indirectly affect WOM through mediation of satisfaction. So that from this research it must be able to maintain and increase customer value and service quality to increase customer satisfaction and pay more attention to customer satisfaction so that customers become loyal.

Conclusions

Based on the research results, it can be concluded that service quality has a positive and insignificant effect on customer satisfaction at Bank Sultra customers. This means that the high level of customer satisfaction is not followed by an increase in customer satisfaction. Customer value has a positive and significant effect on customer satisfaction. This means that the higher the value perceived by the customer, the higher the customer satisfaction. Service quality has a positive and insignificant effect on customer loyalty of Bank Sultra. This means that the high quality of customer service is not followed by an increase in customer service quality for Bank Sultra customers. Customer value has a positive and significant effect on customer loyalty. This means that the higher the value perceived by the customer, the higher the customer loyalty. Customer satisfaction has a positive and significant effect on customer loyalty. This means that the higher the satisfaction felt by the customer, the higher the customer loyalty. Customer satisfaction does not play a positive and significant role in mediating the effect of service quality on customer loyalty at Bank Sultra. This means that satisfaction is not able to bridge the relationship between service quality and loyalty. Customer satisfaction plays a positive and significant role in mediating the influence of customer value on customer loyalty at Bank Sultra. It can be emphasized that the existence of customer satisfaction as an intervention adds to the loyalty of employees who feel satisfied.

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