The Influence of Service Quality and Customer Satisfaction on Customer Loyalty at Mak Lin Sibolga Cassava Chili Chips Business

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ARTICLE INFO	ABSTRACT
	This study aims to determine the effect of service quality and customer satisfaction on customer loyalty at the Mak Lin Sibolga Cassava Chili Chips Business. This research uses an explanatory research design with a quantitative approach. The population in this study consisted of customers of the Mak Lin Sibolga Cassava Chili Chips Business, with a sample of 48 respondents obtained through questionnaire distribution. The results of the study indicate that partially, service quality has a positive and significant effect on customer loyalty with a t-value of $3.957 >$ t-table of 2.014 and a significance value of $0.001 < 0.05$. Customer satisfaction also has a positive and significant effect on customer loyalty with a t-value of $2.974 >$ t-table of 2.014 and a significance value of $0.005 < 0.05$. Simultaneously, service quality and customer satisfaction have a positive and significant effect on customer loyalty with an F-value of $37.604 >$ F-table of 3.20 and a significance value of $0.001 < 0.05$. Therefore, it can be concluded that improving service quality and customer satisfaction can increase customer loyalty at the Mak Lin Sibolga Cassava Chili Chips Business.

INTRODUCTION

Globalization has had a significant impact on the development of the business world worldwide, including in Indonesia. An increasingly open market provides broader opportunities but simultaneously intensifies competition, which has become increasingly fierce and unpredictable. This situation requires every business actor to create a competitive advantage to remain sustainable in the market (Kotler & Keller, 2016). In Indonesia, Micro, Small, and Medium Enterprises (MSMEs) play an essential role in the national economy, contributing a substantial portion of Gross Domestic Product (GDP) and providing widespread employment opportunities (Suharno, 2020). Therefore, promoting the growth and sustainability of MSMEs is a shared responsibility among the government, business actors, and society.

One type of MSME that has been developing in Indonesia is the chili chips business, often operated as a home-based enterprise or as a specialty local souvenir. The chili chips business in Sibolga City, such as Mak Lin Sibolga Cassava Chili Chips, is an example of a microenterprise with the potential to contribute economically, including providing employment and increasing local residents' income. High competition among chili chips businesses requires entrepreneurs to possess competitive advantages to attract and retain customers.

Service quality and customer satisfaction are two main factors that can influence customer loyalty. Service quality is defined as customers' evaluation of how well the service provided meets or exceeds their expectations (Zeithaml, Bitner, & Gremler, 2018). Meanwhile, customer satisfaction arises from the comparison between customers' expectations regarding a product or service and the actual experience received. Satisfied customers tend to be loyal, make repeat purchases, recommend the product to others, and positively contribute to the company's reputation (Oliver, 2014).

Preliminary observations indicate that service at Mak Lin Sibolga Cassava Chili Chips is still suboptimal. Employees have not been able to provide complete and prompt product information, resulting in customer dissatisfaction. Additionally, product quality, such as the uneven blending of chili on the chips, also affects customer satisfaction. These conditions indicate the need for a more in-depth study of the influence of service quality and customer satisfaction on customer loyalty in this business.

Based on the description above, this study aims to analyze the influence of service quality and customer satisfaction on customer loyalty at Mak Lin Sibolga Cassava Chili Chips. The research questions include: (1) Does service quality affect customer loyalty? (2) Does customer satisfaction affect customer loyalty? and (3)

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Do service quality and customer satisfaction simultaneously affect customer loyalty? This study is expected to provide benefits for entrepreneurs as a reference to improve customer loyalty, for academics as a scientific reference, and for researchers to expand their knowledge regarding service management practices in MSMEs (Kotler & Keller, 2016; Zeithaml et al., 2018).

This study refers to several previous studies. Willyanto, Sajidin, and Perwito (2021) found that service quality does not always have a direct effect on customer loyalty, whereas customer satisfaction significantly affects customer loyalty. Yuliana and Purnama (2021) demonstrated that service quality, customer satisfaction, and customer value simultaneously have a significant influence on customer loyalty. Based on these findings, this study formulates the following hypotheses: (1) service quality positively and significantly affects customer loyalty, (2) customer satisfaction positively and significantly affects customer loyalty, and (3) service quality and customer satisfaction simultaneously positively and significantly affect customer loyalty.

METHODS

This study is an explanatory research with a quantitative approach, aiming to explain the relationships between variables and test hypotheses (Sugiyono, 2017). The research data are numerical and analyzed using statistical methods, with a Likert scale for measurement.

The study was conducted at Mak Lin Sibolga Cassava Chili Chips, located on Jl. SM Raja Aek Manis, Sibolga, from April to August 2025. The population consisted of 480 customers, with a sample of 48 respondents (10%) selected using incidental sampling (Sugiyono, 2017; Arikunto, 2016).

The research data consist of: primary data obtained through questionnaires and direct interviews, and secondary data obtained from documents, literature, journals, and relevant articles (Arikunto, 2016; Sugiyono, 2017). Data collection techniques included literature review, observation, documentation, interviews, and questionnaires (STIE Al Washliyah Sibolga, 2024).

The study variables are as follows:
a. Service Quality (X1): reliability, responsiveness, assurance, empathy, physical evidence (Tjiptono Fandy, 2019).
b. Customer Satisfaction (X2): experience, expectation conformity, decision satisfaction, performance perception, service-price ratio (Tjiptono, 2017).
c. Customer Loyalty (Y): repeat purchases, cross-product line, referrals, resistance to competitors (Griffin, 2018).

The research instrument consisted of 30 questionnaire items (10 per variable) using a 1–5 Likert scale, categorized from very good to poor (Furchan, 2016).

Data analysis was performed through validity and reliability tests (Cronbach's Alpha > 0.70), classical assumption tests (normality, heteroscedasticity, multicollinearity), correlation coefficient, coefficient of determination, multiple linear regression, as well as t-test and F-test hypothesis testing at $\alpha = 0.05$ (Ghozali, 2018; Sugiyono, 2017; Supranto, 2016).

RESULTS AND DISCUSSION

Results
Descriptive Statistics
Respondent Description

Based on the results of the study conducted on 48 respondents at the Mak Lin Sibolga Cassava Chili Chips Business, the characteristics of respondents can be viewed based on age, gender, and level of education.

Based on age, all respondents were within the productive age range of 15–50 years, totaling 48 people or 100%. This indicates that consumers who purchase cassava chili chips products in this business are dominated by individuals within the productive age group who are actively engaged in consumption activities.

Based on gender, female respondents were more dominant than male respondents. Out of the total 48 respondents, 29 people (60.42%) were female and 19 people (39.58%) were male. This indicates that female consumers have a higher tendency to purchase cassava chili chips products at the Mak Lin Sibolga Cassava Chili Chips Business.

Furthermore, based on educational level, the majority of respondents had a bachelor's degree (S1), totaling 26 people (54.17%). Respondents with senior high school education (SLTA) totaled 19 people (39.58%), while respondents with junior high school education (SLTP) were the smallest group, consisting of

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only 3 people (6.25%). These data indicate that most consumers have a relatively high educational background, enabling them to make more rational considerations in assessing product quality and service provided.

Descriptive Analysis of Research Questionnaire
a. Service Quality (X1)

Based on the results of questionnaire data processing for the service quality variable consisting of 10 statement items, the overall average score obtained was 3.86, which falls into the good category. This indicates that, in general, respondents perceive that the service quality provided by the Mak Lin Sibolga Cassava Chili Chips Business is good.

Several indicators obtained high scores, including the speed of employees in serving customers with an average score of 4.02, as well as the ability of employees to handle customer complaints with an average score of 4.17. This indicates that employee responsiveness in serving customers is quite good. In addition, the indicator of employee readiness in assisting customers also obtained an average score of 4.02, indicating that employees demonstrate a responsive attitude toward customer needs.

However, several indicators received relatively lower scores, such as employee politeness in serving customers, which obtained an average score of 3.06. Although it still falls within the good category, this value indicates that aspects of service attitude still need improvement in order to provide a more optimal service experience for customers.

Overall, the results of the descriptive analysis indicate that the service quality provided by the Mak Lin Sibolga Cassava Chili Chips Business has generally met customer expectations and supports the creation of customer satisfaction and loyalty.

b. Customer Satisfaction (X2)

Based on the descriptive analysis of the customer satisfaction variable consisting of 10 statement items, the overall average score obtained was 3.91, which falls into the good category. This indicates that customers are generally satisfied with both the products and services provided by the Mak Lin Sibolga Cassava Chili Chips Business.

The indicator with the highest average score was the statement that the quality of cassava chili chips meets customer expectations, with an average score of 4.13. In addition, customers also expressed satisfaction with the cassava chili chips products offered, with an average score of 4.10. This indicates that the product quality is capable of meeting customer expectations.

On the other hand, several indicators obtained relatively lower scores, such as the assessment of the overall business performance, which obtained an average score of 3.44. Although it is still categorized as good, this score indicates that there are several operational aspects that can still be improved to enhance customer satisfaction.

Overall, the results of this study indicate that the level of customer satisfaction with the Mak Lin Sibolga Cassava Chili Chips Business falls within the good category and has the potential to encourage the development of customer loyalty.

c. Customer Loyalty (Y)

Based on the descriptive analysis of the customer loyalty variable consisting of 10 statement items, the overall average score obtained was 4.02, which falls into the good category. This indicates that customers have a relatively high level of loyalty toward the Mak Lin Sibolga Cassava Chili Chips Business.

Several indicators with high average scores include customers' interest in repurchasing cassava chili chips products with an average score of 4.23, as well as customers' willingness to purchase more than one product with an average score of 4.10. In addition, customers also show a tendency to recommend the product to others with an average score of 4.19.

However, there is an indicator with a relatively lower score, namely customers' willingness to consistently promote the product to friends, which obtained an average score of 3.60. This indicates that although customer loyalty is already good, there is still an opportunity to improve word-of-mouth promotion.

Overall, the results indicate that customer loyalty toward the Mak Lin Sibolga Cassava Chili Chips Business is categorized as good, as reflected by customers' tendency to make repeat purchases and recommend the product to others.

Research Instrument Testing

The results of the validity test show that all statement items in the service quality, customer satisfaction, and customer loyalty variables have r-calculated values greater than the critical r-value of 0.30. Therefore, all questionnaire items are considered valid and suitable to be used as research instruments.

Furthermore, the reliability test results show that the Cronbach's Alpha values for the service quality variable are 0.840, customer satisfaction 0.850, and customer loyalty 0.911. All these values are greater than the minimum reliability threshold of 0.60, indicating that the research instruments have good reliability and can be trusted as data collection tools.

Classical Assumption Test

The results of the normality test using the Kolmogorov–Smirnov method show an Asymp. Sig value of 0.200, which is greater than 0.05. Therefore, it can be concluded that the research data are normally distributed. This result is also supported by the histogram and P–P plot graphs, which show that the data points spread around the diagonal line.

Furthermore, the heteroscedasticity test results indicate that the points on the scatterplot graph are randomly distributed above and below zero on the Y-axis. Therefore, it can be concluded that the regression model does not experience heteroscedasticity.

Meanwhile, the multicollinearity test results show that the tolerance value for each variable is 0.538 and the VIF value is 1.857. A tolerance value greater than 0.10 and a VIF value smaller than 10 indicate that there is no multicollinearity in the regression model used.

Correlation Coefficient Analysis

The correlation analysis results indicate that there is a strong relationship between service quality and customer loyalty with a correlation coefficient of 0.743. In addition, customer satisfaction also has a strong relationship with customer loyalty with a correlation coefficient of 0.704. Based on the correlation coefficient interpretation criteria, both values fall into the strong relationship category.

Thus, it can be concluded that the better the service quality and the higher the level of customer satisfaction, the higher the customer loyalty toward the Mak Lin Sibolga Cassava Chili Chips Business.

Coefficient of Determination

The coefficient of determination analysis shows an R Square value of 0.626 or 62.6%. This means that variations in customer loyalty can be explained by the service quality and customer satisfaction variables by 62.6%, while the remaining 37.4% is influenced by other factors not examined in this study, such as product quality, price, promotion, brand image, and other factors.

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis produce the following regression equation:

$Y = 13.468 + 0.570X_1 + 0.420X_2$

The equation indicates that service quality and customer satisfaction have a positive influence on customer loyalty. The regression coefficient for service quality is 0.570, which indicates that an increase in service quality will increase customer loyalty. Similarly, the customer satisfaction coefficient of 0.420 indicates that the higher the level of customer satisfaction, the higher the customer loyalty.

Discussion

The results of this study indicate that service quality has a positive and significant effect on customer loyalty at the Mak Lin Sibolga Cassava Chili Chips Business. This is evidenced by the t-test results showing that the calculated t-value of 3.957 is greater than the t-table value of 2.014, with a significance level of 0.001, which is smaller than 0.05. Therefore, the hypothesis stating that service quality affects customer loyalty is accepted.

Furthermore, customer satisfaction is also proven to have a positive and significant effect on customer loyalty. The t-test results show a calculated t-value of 2.974, which is greater than the t-table value of 2.014, with a significance level of 0.005, which is smaller than 0.05. This indicates that the higher the level of customer satisfaction, the higher the customer loyalty toward the product offered.

Simultaneously, service quality and customer satisfaction also have a positive and significant effect on customer loyalty. The F-test results show that the calculated F-value of 37.604 is greater than the F-table value of 3.20, with a significance level of 0.001, which is smaller than 0.05. This indicates that both variables together influence customer loyalty at the Mak Lin Sibolga Cassava Chili Chips Business.

CONCLUSION

Based on the results of this study, it can be concluded that all research instruments are valid and reliable, as the corrected item-total correlation values are above 0.30 and Cronbach's Alpha values exceed 0.60. The normality test also indicates that the data are normally distributed, based on the histogram, normal P-P plot, and the Kolmogorov-Smirnov test with a significance value of 0.200 > 0.05. Correlation analysis shows that service quality has a strong relationship with customer loyalty (0.743), and customer satisfaction also has a strong relationship with customer loyalty (0.704). Multiple linear regression analysis produced the equation $Y = 13.468 + 0.570X_1 + 0.420X_2$, indicating that service quality and customer satisfaction have a positive effect on customer loyalty. The coefficient of determination (R^2) of 0.626 indicates that 62.6% of customer loyalty is influenced by service quality and customer satisfaction, while the remaining 37.4% is affected by other factors beyond this study. Hypothesis testing results show that, partially, service quality ($t = 3.957$; $sig = 0.001$) and customer satisfaction ($t = 2.974$; $sig = 0.005$) have a positive and significant effect on customer loyalty. Simultaneously, both variables also have a significant effect on customer loyalty ($F = 37.604$; $sig = 0.001$). Therefore, it is recommended that Mak Lin Sibolga Cassava Chili Chips maintain and enhance customer loyalty by improving friendly and fast service quality, utilizing technology for more effective service, maintaining product quality, and establishing good communication with customers to better understand their needs and increase satisfaction.

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