



Research Paper

The Influence of Service Quality on Customer Loyalty Through Corporate Image (Acceptor Study of Kencana Clinic)

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ABSTRACT

The purpose of this study Based on the formulation of the problem, the purpose of this study was to determine and analyze the effect of service quality on corporate image. Corporate image of customer loyalty. Service quality to customer loyalty. Service quality to customer loyalty through corporate image. The population in this study amounted to 90 acceptors. Data analysis using SmartPLS version 3.0. The results of this study indicate that service quality has a positive and significant effect on corporate image. This shows that the better the service quality provided by Kencana Clinic to the acceptors, the corporate image will increase. Corporate image has a positive and significant effect on customer loyalty. This means that the better the Kencana Clinic's corporate image will encourage acceptors to be loyal in using family planning. Service quality has a positive and significant effect on customer loyalty. This means that the better the service quality provided by Kencana Clinic to acceptors, it will encourage acceptors to be loyal in using family planning. Service quality has a positive and significant effect on customer loyalty through corporate image. This means that corporate image is able to mediate service quality on customer loyalty. It can also be interpreted that a good corporate image will encourage increased service quality to customer loyalty.

Keywords: Service quality, corporate image, customer loyalty

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I. INTRODUCTION

The National Family Planning Program (KB) is part of the national development of the Indonesian nation which has a dual purpose, namely to improve the welfare of mothers and children and to create happy and prosperous small families. The National Family Planning Movement has a solid legal basis in the form of Law of the Republic of Indonesia Number 52 of 2009 concerning Population Development and Family Development. This law recognizes the population as the basic capital and dominant factor of development so that efforts need to be made to create a quality population.

Family planning is an effort to increase awareness and community participation through maturing the age of marriage, birth control, fostering family resilience, increasing small, happy and prosperous families. One of the main goals of the national family planning program is to reduce the infant mortality rate (Za et al., 2022).

Kencana Clinic is a place for people to get family planning services and is an extension of the BKKBN Representative Office for Southeast Sulawesi (Sultra) Province. Based on the data obtained from the results of services to the community, it can be seen about the number of visits from acceptors (KB users) in the following table:

Table 1.1 Report of KB Participant Service Results

Year	Target	Realization	Percentage
2019	960	918	96%
2020	960	876	91%
2021	960	858	89%

Based on the table regarding the report on the results of family planning services, it is known that in 2019 the target from Kencana Clinic was 960 acceptors and the realization could not be achieved with the number 918

and the percentage of 96%. and this lack of achievement continues until 2021, where the target is 960, the realization is only 858 with a percentage of 89% of course this is decreasing. So it is known from the report that there are still problems regarding the number of acceptor visits at the Kencana Clinic

A person's behavior as part of human activities is always changing according to environmental and social influences in which he is located. However, consumer behavior that is expected to continue to exist for the organization is loyalty. Customer loyalty is a high commitment to repurchase a preferred product or service in the future (Oliver, 1999). Customer loyalty is not formed in a short time but through a learning process and based on the results of the experience of the customer itself from consistent purchases over time. If what is obtained is in line with expectations, then this buying process continues to repeat itself. It can be said that there has been loyalty shown by customers (Pamungkas, 2019).

The theoretical study that forms the basis for assessing and measuring the relationship between variables in this study refers to the concept of relationship marketing, which is a marketing philosophy that focuses on efforts to maintain long-term relationships with existing customers. The assumption underlying the thought of the relational marketing concept is that the final consumer and business consumer prefer to establish an ongoing relationship with one organization rather than having to change customers in order to obtain the expected value. Long-term relationships between companies and customers will be created if there is an emotional bond that is based on a balance of benefits or values obtained by the company and customers.

One of the factors that influence customer loyalty is service quality (Patwayati, 2013; Chien and Chi, 2019). Gronross, (1989) said that service quality is the gap between customer expectations and perceived service. Parasuraman et al., (1991) said that the constraints in service quality are basically related to service outcomes while tangible, reliability, responsiveness, assurance and empathy. Bitner et al., (1996) say service quality is an organization's ability to meet or exceed customer expectations. Service quality has a significant effect on customer loyalty (Kanyama et al. 2020; Gontur et al. 2022).

Service quality is very important and becomes a challenge to meet the needs and expectations as well as community satisfaction in getting services provided by service providers (Daulay, 2020). There is a gap in the findings of Musqari and Huda, (2018) which say that service quality has no significant effect on customer loyalty, meaning that good service quality is not always a driving factor for someone's loyalty in service. High customer loyalty, can indicate the success of an organization.

The image also shows the existence of an organization in the public eye, which shows the public's view of the organization that has been formed in the long term. An image that is not well formed will have a bad impact and it will greatly interfere with the goals set by the organization (Wahdaniah et al., 2020). The findings of Nawangasari and Putri, (2020) and Apriyani, (2019) found that service quality to corporate image was significant but the findings of Siringoringo and Kurniawan, (2018) found that it was not significant.

According to Lee, (2019) increasing customer loyalty can be done by improving corporate image. Image is the public's perception of the organization or product. Image is influenced by many factors beyond the company's control. Image is a collection of knowledge, experience, judgment, and feelings that are organized in the human cognition system, or the result of a thought process that is believed to be true (Ardianto, 2011). Image is a broader public opinion and is the result of a process sooner or later of the accumulation of trust that has been given by individuals (Ruslan, 2014). Company image is one of the guidelines for consumers in making important decisions. The findings of Sutito (2021) and Karinda and Susilowati (2022) show that corporate image has a significant effect on customer loyalty. However, the findings of Salim and Rodhiah, (2022) found something different, namely that corporate image was not significant to loyalty, meaning that an increase in the image of an organization was not a guarantee to make people loyal to the services provided by the organization.

Based on the search conducted by the author, researchers are interested in testing the effect of service quality on customer loyalty mediated by corporate image on Kencana Clinic acceptors.

II. LITERATURE REVIEW AND RESEARCH HYPOTHESES

2.1. Relationship of Service Quality to Corporate Image

Providing superior service quality is critical in achieving long-term success in service organizations (Kurniati et al. 2015). Service quality refers to the consumer's evaluation of the superiority and excellence of the services encountered (Khoo, 2020). Customers who experience positive feelings and attitudes towards services during the service consumption process are more likely to have positive perceptions of service providers, which in turn leads to customer loyalty (Ishaq, 2012; Sari et al., 2016; Nawangasari and Putri, 2020; Apriyani, 2019). Based on this explanation, the proposed hypothesis 1 is:

Hypothesis 1: Service quality has a positive and significant effect on Corporate Image

2.2. Relationship of Corporate Image to Customer Loyalty

When a company wants to get customers and maintain their loyalty, building a good image and maintaining it strongly is very important for a company (Widiastuti, 2020). In addition, image is also an important factor for

hotel guests to consider repurchasing and recommending. A good organizational image will increase loyalty (Sutito, 2021; Karinda and Susilowati, 2022). Based on this explanation, the proposed hypothesis 2 is:

Hypothesis 2: Corporate Image has a positive and significant effect on Customer Loyalty

2.3. Relationship between Service Quality and Customer Loyalty

Service quality is a level of excellence and is an output that is not in physical form that has benefits for customers and a high or low level based on customer expectations (Subagiyo and Adlan, 2017). Therefore, the best service quality comes from customer opinions and can be obtained consistently by improving services and paying special attention to service performance standards, both internal service standards and external service standards. Customer loyalty can be increased by improving the quality of services carried out by the organization (Hartanto, 2019; Suwarsito and Aliya, 2020). Based on this explanation, the proposed 3rd hypothesis is:

Hypothesis 3: Service Quality has a positive and significant effect on Customer Loyalty

2.4. Service Quality Relationship to Customer Loyalty Through Corporate Image

One strategy to create loyalty is to improve service quality. Service quality strategy was developed to create customer loyalty. The service strategy must provide value to its customers so as to create a good image because it is able to meet customer expectations (Subagio and Saputra, 2012). Service quality significantly increases customer loyalty through improving corporate image (Hartanto, 2019; Suwarsito and Aliya, 2020). Based on this explanation, the proposed 4th hypothesis is:

Hypothesis 4: Service Quality has a positive and significant effect on Customer Loyalty through Corporate Image

III. RESEARCH METHODS

This research is explanatory research, which is research that intends to explain the position of the variables studied and the relationship between one variable and another. The population of this study are family planning users at the Kencana Clinic who have used family planning more than 2 times in 2020 and 2021 as many as 933 people. The sampling technique used in this study was purposive sampling with the sample criteria used, namely the acceptors had used family planning at the Kencana Clinic more than once, aged 18 years and over and were willing to fill out a questionnaire. Based on the Slovin formula, a sample of 90 family planning acceptors was obtained.

IV. RESEARCH RESULT AND DISCUSSION

4.1. Data analysis

4.1.1. Evaluation of the Measurement Model (Outer Moder)

The evaluation of convergent validity can be seen in the loading factor for each indicator in the construct. The loading factors in this study are presented in the following table:

Table 4.1 Convergent Validity Test Results

Variable	Indicator	Outer loading	Information
<i>Service Quality</i>	<i>Tangible</i>	0.924	Valid
	<i>Reliability</i>	0.879	Valid
	<i>Responsiveness</i>	0.933	Valid
	<i>Assurance</i>	0.786	Valid
	<i>Emphaty</i>	0.932	Valid
<i>Corporate image</i>	<i>Corporate Identity</i>	0.885	Valid
	<i>Image towards competitor</i>	0.925	Valid
	<i>Corporate reputation</i>	0.840	Valid
<i>Customer loyalty</i>	<i>Repurchase Intention</i>	0.952	Valid
	<i>Recommendation Intention</i>	0.922	Valid

Based on the table, it is known that the factor loading value of the three variables tested is that there is no outer loading value below the predetermined limit of 0.7. Starting from the service quality, corporate image and customer loyalty variables so that it can be said that all indicators used in this study are valid.

The next evaluation is by comparing the AVE root value with the correlation between the constructs. The recommended result is that the AVE root value should be higher than the correlation between constructs (Yamin and Kurniawan, 2011).

Table 4.2 Latent Variabel Correlation

Variable	Corporate image	Customer loyalty	Service Quality
<i>Corporate image</i>	0.884		
<i>Customer loyalty</i>	0.756	0.937	
<i>Service Quality</i>	0.723	0.671	0.892

Based on the table, it can be seen that the AVE root value for each variable is greater than the correlation value so that the construct in this research model can still be said to have good discriminant validity. On the basis of this, it is concluded that all indicators and variables are valid and meet the requirements of discriminant validity. The outer model can be measured in addition to assessing convergent validity and discriminant validity, it can also be done by looking at construct reliability or latent variables as measured by composite reliability values. The construct is declared reliable if the composite reliability has a value > 0.7 , then the construct is declared reliable. The results for the reliability test of this study can be seen in the following table:

Table 4.3. Cronbach's Alpha and Composite Reliability Testing

Variable	Cronbach's Alpha	Composite Reliability	Information
<i>Service quality</i>	0.935	0.951	Reliabel
<i>Customer Loyalty</i>	0.862	0.935	Reliabel
<i>Corporate Image</i>	0.860	0.915	Reliabel

Based on table 4.3, it is known that the service quality, customer loyalty and corporate image variables show the composite reliability value for all constructs above 0.70. With the resulting value, all constructs have good reliability in accordance with the required minimum value

The inner model can be evaluated by looking at the R-square. The value of the coefficient of determination (R Square) is expected to be between 0 and 1. Analysis of Variant (R²) or the Test of Determination, namely to determine the influence of the independent variable on the dependent variable, the value of the coefficient of determination can be shown in the following table

Table 4.4 R-Square Value

Variable	R-Square
<i>Corporate Image</i>	0.522
<i>Customer Loyalty</i>	0.604

Based on table 4.4, it shows that service quality is able to explain the variability of the corporate image construct by 52.2% and there is still 47.8% explained by other constructs outside those studied in this study. Meanwhile, corporate image is able to explain the variability of the customer loyalty construct by 60.4% and 39.8% is explained by other constructs other than those studied in this study.

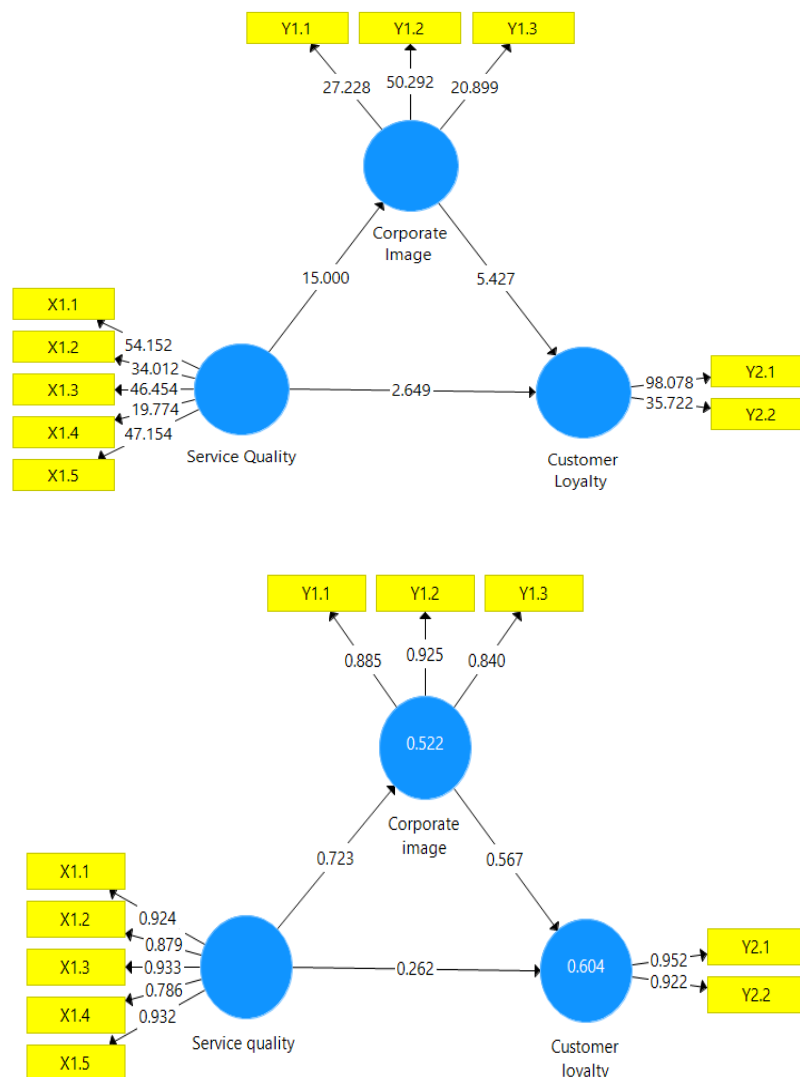
Testing predictive relevance or Q-Square for structural models, the purpose of testing predictive relevance is to find out how good the observation value generated by the model and the estimation of its parameters is. The Q-Square analysis in this study is explained as follows:

$$\begin{aligned}
 Q^2 &= 1 - (1 - R_1^2) (1 - R_2^2) \\
 &= 1 - ((1 - 0,522^2) (1 - 0,604^2)) \\
 &= 1 - ((0,722) (0,635)) \\
 &= 0,541
 \end{aligned}$$

From the calculation results above, the Q² value or predictive relevance in this study is 54.1%, meaning that the accuracy or accuracy of this research model can explain the diversity of service quality, corporate image and customer loyalty variables by 54.1% and the remaining 45.9% is explained by other variables that are not studied in this study.

The results of data analysis using SmartPLS are presented in Figure 4.1. following:

Figure 4.1. Results of Data Analysis Using Smart PLS



Based on Figure 4.1, it is explained about the influence between variables, both direct approach and indirect effect or mediation. The significance of the influence between latent variables can be seen from the statistical significance value. The significance value of the parameter coefficients can be calculated using the bootstrapping method. Bootstrapping is a non-parametric procedure that can be applied to test whether coefficients such as outer loadings, and path coefficients are significant. Hypothesis testing is explained as follows:

4.1.2. Direct Effect Test

Hypothesis testing is done by looking at the output path coefficient from the bootstrap resampling results as follows:

Table 4.5 Hypothesis Testing Results

Variable	Original Sampel	T statistik	P Values	Inform
Service quality → Corporate image	0.723	15.000	0.000	Accepted
Corporate Image → Customer loyalty	0.567	5.427	0.000	Accepted
Service quality → Customer loyalty	0.262	2.649	0.008	Accepted

Based on the results of data analysis, it can be explained that hypothesis testing is as follows:

The first hypothesis examines the effect of service quality on corporate image. The test results show the original sample value of 0.723 so it is stated that the effect of service quality on corporate image is positive and also significant because the p-value is $0.000 < 0.05$ so that it is first accepted.

The second hypothesis examines the effect of corporate image on customer loyalty. The test results show the original sample value of 0.567 so it is stated that the influence of corporate image on customer loyalty is positive and also significant because the p-value is $0.000 < 0.05$ so the second hypothesis is accepted.

The third hypothesis examines the effect of service quality on customer loyalty. The test results show the original sample value of 0.262 so it is stated that the effect of service quality on customer loyalty is positive and also significant because the p-value is $0.008 < 0.05$ so the third hypothesis is accepted.

4.1.3 Indirect Effect Test

The mediation variable test aims to determine how much direct and indirect influence a variable has so that it can be determined whether the mediating variable is fully mediated or partially mediated or not a mediating variable. The approach to testing the mediating variable in this study was carried out using z-statistics developed by Sobel. Test results with Sobel online are shown in the following table:

Table 4.6 Test Results: Service Quality Mediation on Customer Loyalty Through Corporate Image With Sobel Test

Variable	P Values	Ket
<i>Service quality</i> → <i>Corporate image</i> → <i>Customer loyalty</i>	0.000	Diterima

The fourth hypothesis proposed in this study is that service quality has a significant effect on customer loyalty through corporate image. Based on the data analysis using the Sobel online test, it was found that the p-values were $0.000 < 0.05$, so the fourth hypothesis was accepted. On this basis it can be concluded that corporate image is able to mediate service quality on customer loyalty.

To determine the type of mediation, this study will compare the results of the calculation of the path coefficient of the previously tested direct and indirect effects. For more details can be seen in the following table:

Table 4.7 Test of Direct and Indirect Effects

The fourth hypothesis proposed in this study is that service quality has a significant effect on customer loyalty through corporate image. Based on the data analysis using the Sobel online test, it was found that the p-values were $0.000 < 0.05$, so the fourth hypothesis was accepted. On this basis it can be concluded that corporate image is able to mediate service quality on customer loyalty.

To determine the type of mediation, this study will compare the results of the calculation of the path coefficient of the previously tested direct and indirect effects. For more details can be seen in the following table:

Table 4.7 Test of Direct and Indirect Effects

Effect Between Variables	Original Sampel	Sig
<i>Service quality</i> → <i>Customer loyalty</i>	0.262	0.000
<i>Service quality</i> → <i>Corporate image</i>	0.723	0.000
<i>Corporate Image</i> → <i>Customer loyalty</i>	0.567	0.000
Total Pengaruh Tidak Langsung	0.409	

Based on table 4.7, it is known that the original sample value of the direct influence of service quality on customer loyalty is 0.262 with a significant value of 0.000 (significant), while the value of the indirect effect of service quality on customer loyalty mediated by corporate image is 0.409. This shows that the original sample value of the indirect effect is greater than the direct effect and it can also be understood that the nature of the mediation in this study is partial mediation.

4.2. Discussion

4.2.1 Effect of Service Quality on Corporate Image

Submission of the hypothesis that service quality has a positive and significant effect on corporate image and based on the results of data analysis, it is known that service quality has a positive and significant effect on corporate image. This means that service quality is able to improve corporate image so that service quality must be improved by Kencana Clinic. Service is one of the businesses that can be used as the basis for Kencana Clinic to make a difference with other service places. The form of service provided by the Kencana Clinic may vary from one place to another. As an organization engaged in family planning services, the quality of service in addition to the quality of family planning products is an important aspect to pay attention to. Kencana Clinic has begun to pay attention to more important things, namely the service aspect, because good service will benefit the image of Kencana Clinic. The impact of good service will create an increase in the image of the Kencana Clinic.

4.2.2 Effect of Corporate Image on Customer Loyalty

The submission of the hypothesis that corporate image has a positive and significant effect on customer loyalty and based on the results of data analysis it is known that corporate image has a positive and significant effect on customer loyalty. This means that corporate image is able to increase customer loyalty so that corporate

image must be improved by Kencana Clinic. Image is very important because it is the overall impression that is formed in the public's mind about the Kencana Clinic on the basis of a good image, the acceptors and the public still want to use family planning services at Kencana Clinic. This shows that Kencana Clinic must try to improve its image in the community. A positive image makes it easy for Kencana Clinic to communicate and achieve goals effectively to the community for that Kencana Clinic must be able to increase its strengths so that it is not inferior to other family planning service providers.

4.2.3 Effect of Service Quality on Customer Loyalty

Submission of the hypothesis that service quality has a positive and significant effect on customer loyalty and based on the results of data analysis it is known that service quality has a positive and significant effect on customer loyalty. This means that service quality is able to increase customer loyalty so that service quality must be improved by Kencana Clinic. Maintaining the loyalty of Kencana Clinic acceptors is very important because this is a long-term goal in achieving the desired goal. When the acceptor feels that he has received something of value, the acceptor becomes loyal to the services provided. An important element of superior service quality ensures the achievement of customer loyalty, customer loyalty ensures the achievement of the KB program..

4.2.4 Effect of Service Quality on Customer Loyalty through Corporate Image

Submission of the hypothesis that service quality has a positive and significant effect on customer loyalty through corporate image and based on the results of data analysis it is known that service quality has a positive and significant effect on customer loyalty through corporate image. This means that corporate image is able to mediate service quality on customer loyalty. Good service quality arises because of a service strategy related to company policies. The service strategy is directed at providing value to customers so that the company leaves a good impression on its customers (Subagio and Saputra, 2012). The service strategy was developed with the ultimate goal of creating customer loyalty.

V. CONCLUSIONS AND SUGGESTIONS

Based on the results of data analysis and discussion, several conclusions can be drawn from this research, namely; 1) Service quality has a positive and significant effect on corporate image. This shows that the better the service quality provided by Kencana Clinic to the acceptors, the better the corporate image will be; 2) Corporate image has a positive and significant effect on customer loyalty. This means that the better the Kencana Clinic's corporate image will encourage acceptors to be loyal in using family planning; 3) Service quality has a positive and significant effect on customer loyalty. This means that the better the service quality provided by Kencana Clinic to acceptors, it will encourage acceptors to be loyal in using family planning; 4) Service quality has a positive and significant effect on customer loyalty through corporate image. This means that corporate image is able to mediate service quality on customer loyalty. It can also be interpreted that a good corporate image will encourage increased service quality to customer loyalty.

Based on the conclusions above, it is recommended for further research to replace or add independent variables with other variables such as customer satisfaction, marketing experience or service improvement variables.

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