UDC 332

THE ROLE OF CUSTOMER SATISFACTION TO MEDIATE THE INFLUENCE OF SERVICE QUALITY AND BRAND PERSONALITY ON CUSTOMER LOYALTY

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ABSTRACT

The purpose of this study is to examine and explain the role of customer satisfaction in mediating the effect of service quality and brand personality on customer loyalty since the changes in the new normal era at Transmart TSM Bali. This research is quantitative research conducted in Denpasar City. Data consists of 136 samples, collected by distributing questionnaires containing open and closed questions and statements that have been tested for validity and reliability. The analytical technique used is the Structural Equation Model (SEM) using an analytical tool in the form of SmartPLS 3.3.3 software. The results of this study indicate that service quality and brand personality have a positive and significant effect on customer satisfaction and customer loyalty. Then customer satisfaction has a positive and significant influence on customer loyalty. Customer satisfaction does not significantly mediate the effect of service quality on customer loyalty. Customer satisfaction becomes a complementary mediation that significantly influences brand personality on customer loyalty.

KEY WORDS

Expectation Disconfirmation Theory, EDT, service quality, brand personality, customer satisfaction, customer loyalty, shopping centre, Transmart TSM Bali.

The results of the BI Retail Trade Index Survey in the fourth quarter of 2018 show that the shopping centre rental retail market in Bali has a fairly large occupancy rate of 85.91% of the total supply of 237,009m2 spread across 11 Shopping Centers in Kuta, Nusa Dua, Seminyak, Denpasar and Benoa (Antara News, 2018). As for July 2019, Bali's IPR was recorded at 137.5% or higher than the average for the second quarter of 2019 which was 136.5% (Berita Bali, 2019).

The development of this shopping centre cannot be separated from the increasing trend of people's consumptive lifestyles. With the current development of shopping centres, it can make a significant contribution to the property business climate in Bali where the presence of many shopping centres has implications for shopping centre competition in attracting visitor loyalty. In this way, customer loyalty becomes a very important and important thing for the company, because, through loyal or loyal customers, the company will also get new customers and increase profits (Kotler and Keller, 2016: 149).

In research on the effect on customer loyalty, the research will be conducted in one of the newest development centers in Bali, namely Transmart TSM Bali. Transmart itself is an interesting central business unit to study customer loyalty. Quoted from the official website, Transmart is a shopping center with a happy, new and modern concept that combines entertainment, hypermarkets, and food & fashion. Since its establishment in 1998, Transmart has done with more than 4,000 suppliers from all over Indonesia. In Bali, Transmart TSM was established in March 2019 and has become one of the new and top centers. This certainly does not escape the competition in the growth of development centers in Bali. To be able to compete, the quality of service and the personality of the Transmart TSM Bali brand are important factors for customers.

During the post-covid-19 pandemic, Transmart TSM Bali operates every day according to the hours determined by the government (except on Nyepi and emergency PPKM). However, from the data obtained, since the issuance of the Decree of the Governor of Bali No. 15 of 2021 in September which allowed the normal operation of large malls including Trans Studio Mall Bali to be re-opened since it was closed from July 3, 2021, the increase in

annual shopping visits did not even occur at Transmart TSM Bali. According to the DPSB Transmart TSM Bali Average Basket Data, when it first opened in 2019 it earned a total average annual income of Rp. 126,297,254,002.00 with a total of 886,100 visitors. In 2020, there was a decrease of around 50% to Rp. 68,289,963,411.00 with 410,346 visitors and even continued to decline in 2021 to Rp.44,272,979,007.00 with a total of 250,972 visitors. This data is obtained from reports on the number of visitor debits and the average visitor spending at Transmart TSM Bali.

Table 1 – Transmart TSM Bali Basket Average Data

No.	Month	Debit Cust. (orang)	Average Basket (Rp.)	Sales (Rp.)	Debit Cust. (orang)	Average Basket (Rp.)	Sales (Rp.)	Debit Cust. (orang)	Average Basket (Rp.)	Sales (Rp.)
		2019			2020			2021		
1	January	-	-	-	99,941	133,192	13,311,293,579	24,802	178,505	4,427,285,203
2	February	-	-	-	81,487	133,305	10,862,583,905	19,644	169,600	3,331,632,034
3	March	30,278	114,039	3,452,876,336	48,294	163,517	7,896,885,766	22,737	175,542	3,991,306,380
4	April	164,712	111,392	18,347,554,416	12,924	256,467	3,314,573,310	25,029	191,670	4,797,299,030
5	May	89,025	160,591	14,296,627,849	13,949	254,000	3,543,041,924	30,634	162,655	4,982,765,901
6	June	106,778	163,243	17,430,809,893	14,995	214,120	3,210,723,330	26,861	152,477	4,095,689,464
7	July	87,073	151,397	13,182,565,060	17,292	210,324	3,636,916,931	8,692	231,289	2,010,360,972
8	August	73,123	160,567	11,741,173,545	20,963	206,565	4,330,223,200	10,475	214,802	2,250,047,379
9	September	64,215	161,191	10,350,863,671	21,923	200,893	4,404,170,131	10,625	192,176	2,041,871,628
10	October	72,101	147,107	10,606,589,848	22,095	181,375	4,007,484,316	19,543	159,174	3,110,738,848
11	November	78,268	135,393	10,596,969,672	23,727	172,071	4,082,727,835	21,807	194,920	4,250,625,851
12	December	120,527	135,167	16,291,223,713	32,756	173,688	5,689,339,184	30,123	165,434	4,983,356,318
	Total	886,100		126,297,254,002	410,346		68,289,963,411	250,972		44,272,979,007

Notes:
Customer debit = number of visitors
Average basket = average visitor spending
Sales = total sales from visitor debit times average visitor spending
Total = total amount in one year

Seeing the above phenomenon, Transmart TSM Bali is then very interested to study its existence. This is due to sales data showing a decline in profits in 2021 even though operational changes following the health protocol have been implemented and Trans Studio Mall Bali, which is under the same roof as Transmart TSM, has also been opened. Coupled with the improvement in the vaccination program, which reaches more than 50% of the total population of Indonesia, the shopping centre business recovery should occur (Kompas.com, 2021).

In addition to the decrease in average income, recently Transmart TSM Bali has often received complaints and bad reviews on online review sites. One platform such as Google Review, for example, as of March 23, 2022, showed a total of 2,997 reviews containing quite a several complaints. These complaints, for example, regarding the poor service of the staff, the lack of completeness of the product, the quality of the product which is considered to have decreased, the price of the product which is considered more expensive and also the convenience provided to the customer.

These complaints show that visitors have certain expectations that are not fulfilled by Transmart TSM Bali. Many studies have stated that customers who get good service quality to their expectations will feel satisfied and become loyal by making purchases and visiting again. This is to the Expectancy Disconfirmation Theory (EDT) which explains that customer satisfaction or dissatisfaction depends on the evaluation made by the customer by comparing the customer's initial expectations to actual performance. Then there are several previous studies from Arianto and Kurniawan (2021) and Slack and Singh (2020) state that service quality greatly influences customer loyalty.

In addition to service quality, brand personality is also the chosen concept because this concept communicates the brand to customers. Brand personality is one of the symbolic values considered by customers in choosing products and services (Aaker, 1997: 3). According to Kotler (2012: 322), a brand is a name, term, sign, symbol, or design, or a combination of them, which is intended to identify the goods or services of one seller or group of sellers and to differentiate the products or services of those of competitors. After

using a brand for some time, satisfied customers will make the brand a part of themselves and create loyalty to the brand (Firmansyah, 2019: 94). This is what can further create customer loyalty from a product or service that is consumed as revealed in the research of Siswi and Wahyono (2020) and Utari et al. (2019). Especially with the competition for shopping centre brands amid the growth of many shopping centres in Bali. Customers who are happy and satisfied with the services of a shopping centre will make the brand a part of themselves and create loyalty to the place.

But then, although there are studies that state that service quality and brand personality affect the building of customer loyalty, there are also studies that state otherwise. This can be seen from the research produced by Lesmana et al. (2021), Agiesta (2021), and Nuraeni et al., (2019) who found that service quality had no significant effect on customer loyalty. Likewise in terms of brand personality where Yusoff and Ong (2015) and Kim and Lee (2015) did not find a significant influence of brand personality on customer loyalty. Because of this, this study uses the concept of customer satisfaction as a variable that mediates the effect of service quality and brand personality on customer loyalty.

This loyalty development cannot be separated from the customer satisfaction factor because customer satisfaction is a marketing goal and means (Yualiati et al., 2019). These two concepts of loyalty and customer satisfaction also apply to the running of the shopping centre business, where if you want customers to feel satisfied and loyal, the management of the shopping centre must be oriented to service quality and fulfilling customer desires so that customers will make visits and repurchase to fulfil their needs.

It can be seen that complaints and low ratings are often received in online reviews even though Transmart TSM Bali is a complete Shopping Center under the auspices of the big brand Trans Retail, which already has more than 100 branches in 28 major cities in Indonesia. This shows that there are problems in terms of customer loyalty who visit Transmart TSM Bali. Because of this, this research is focused on looking at the role of customer satisfaction in mediating the influence of service quality and brand personality on customer loyalty since the changes in the new normal at Transmart TSM Bali from 2021 to 2022.

METHODS OF RESEARCH

This research is included in causality research (cause and effect) which is associative. The subjects in this study were visitors who visited Transmart TSM Bali. The exogenous variables of this study are Service Quality (X1) and Brand Personality (X2). The endogenous variables of this study are Customer Satisfaction (Y1) and Customer Loyalty (Y2). The source of data in this study is a questionnaire from visitors who visit Transmart TSM Bali.

The population in this study were visitors to Transmart TSM Bali. The number of samples took a sample range of 130 to 260 samples because there were 26 indicators. The sampling technique used was non-probability sampling with a purposive sampling approach. The data collection technique in this study was a questionnaire.

The data analysis method in this study uses a Structural Equation Modeling (SEM) approach with the calculation process assisted by the Smart PLS application program, resulting in a fit model.

RESULTS AND DISCUSSION

The results of the convergent validity test in this study indicate that all the values of the outer loading indicator variable have a value greater than 0.50 with a p-value of 0.000 less than 0.05. Thus, it can be concluded that all indicators have met the convergent validity requirements.

The output results show that the AVE value of all variables is greater than 0.50 so the model can be said to be valid.
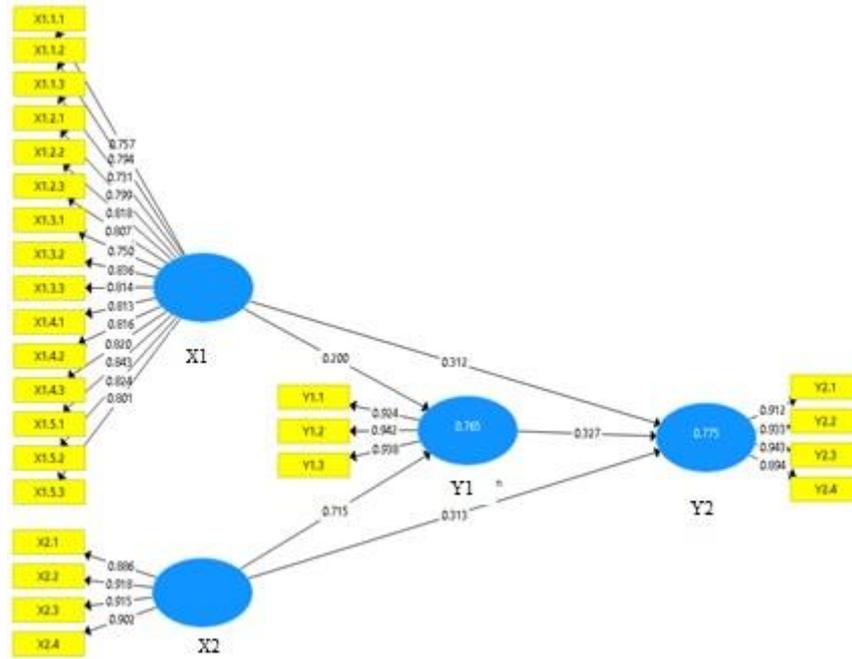
Figure 1 – PLS Algorithm Model

Table 2 – Discriminant Validity Results

Research variable	AVE	AVE root	Correlation			
			Service quality (X_1)	Brand personality (X_2)	Customer satisfaction (Y_1)	Customer loyalty (Y_2)
Service quality (X_1)	0,643	0,802	0.802			
Brand personality (X_2)	0,819	0,905	0.750	0.905		
Customer satisfaction (Y_1)	0,874	0,935	0.736	0.865	0.935	
Customer loyalty (Y_2)	0,848	0,921	0.787	0.829	0.827	0.921

Source: Data Processing Results, 2022.

Table 3 – Instrument Reliability Research Results

Variable	*Composite Reliability*	*Cronbach's Alpha*	Information
Service quality (X_1)	0,964	0,960	Reliable
Brand personality (X_2)	0,948	0,926	Reliable
Customer satisfaction (Y_1)	0,954	0,928	Reliable
Customer loyalty (Y_2)	0,957	0,940	Reliable

Source: Data Processing Results, 2022.

The results of the output composite reliability and cronbach alpha variables of service quality, brand personality, customer satisfaction and customer loyalty all have a value greater than 0.70. Thus, it can be concluded that all variables have good reliability. The graph of the composite reliability test and Cronbach alpha can be seen in Figure 2.
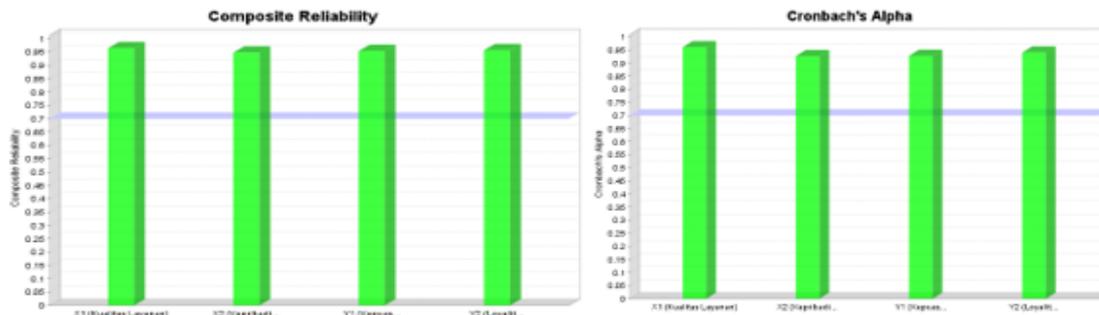

Figure 2 – Composite Reliability Graph and Cronbach Alpha

Table 4 – R-square value of the dependent variable

Variable	R-square	R-square Adjusted
Customer satisfaction (Y_1)	0,765	0,762
Customer loyalty (Y_2)	0,775	0,770

Source: Data Processing Results, 2022.

Based on Table 4 the model of the influence of service quality and brand personality on customer satisfaction gives an R-square value of 0.765 which can be interpreted that the variability of the customer satisfaction variable can be explained by the variability of the service quality variable and brand personality of 76.5%, while 23.5% is explained by other variables outside the variables studied. Furthermore, the model of the influence of service quality, brand personality, and customer satisfaction on customer loyalty gives an R-square value of 0.775 which can be interpreted that the variability of the customer loyalty variable can be explained by the variability of the service quality variable, brand personality, and customer satisfaction of 77.5%, while the remaining 22.5% is explained by other variables outside the variables studied.

From the results of the calculations carried out, the Q2 value is 0.947 so it can be concluded that the model has very good predictive relevance. Thus, it can be explained that 94.7% of the variation in customer loyalty is influenced by service quality, brand personality, and customer satisfaction, while the remaining 5.3% is influenced by other variables not examined in this study.
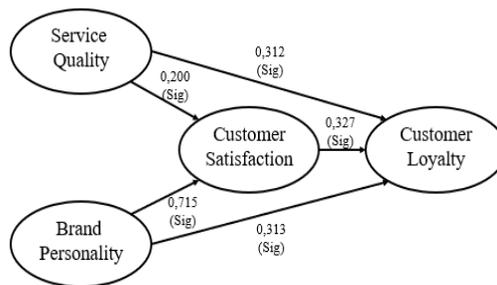

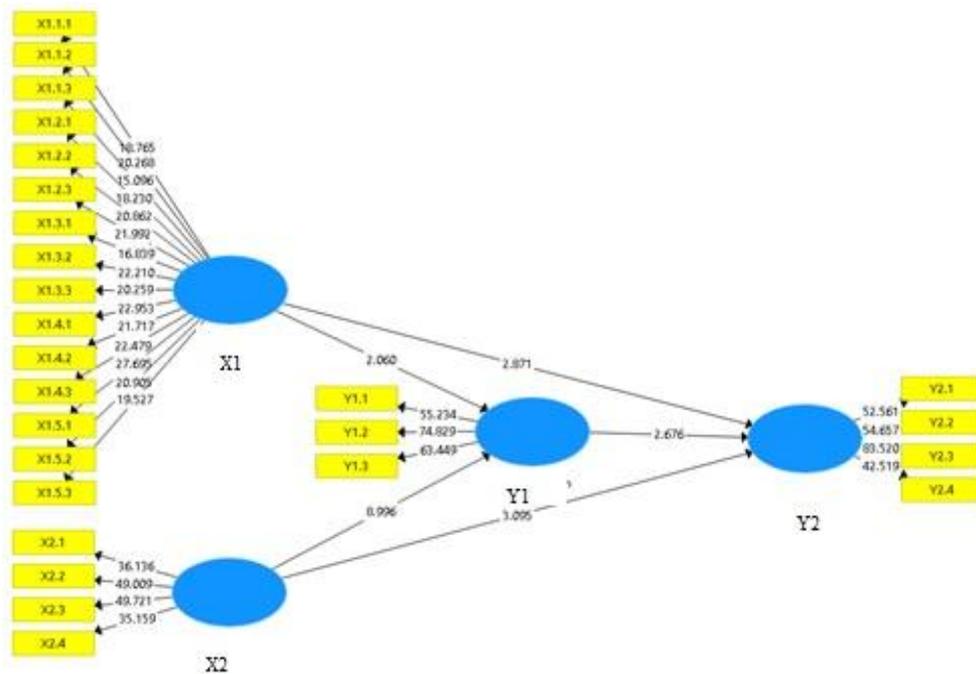Figure 3 – Direct Effect Empirical Model

Figure 4 – Bootstrapping Test Results (Source: Data Processing Results, 2022)

In Figure 4 it is explained that service quality has a direct effect on customer loyalty with a t-statistic value of 2.871, and brand personality has a direct effect on customer loyalty with a t-statistical value of 3.095. Service quality has a direct effect on customer satisfaction with a t-statistic value of 2.060. Brand personality has a direct effect on customer satisfaction with a t-statistical value of 8.996. Customer satisfaction has a direct effect on customer loyalty with a value of 2.676.

Table 5 – Total Effect Test Results Between Variables

Path Coef. Between Variables	Path Coef.	t Statistics	P Value	Information
Service quality (X_1) → Customer satisfaction (Y_1)	0,200	2,060	0,040	H1 is accepted (Positive effect)
Service quality (X_1) → Customer loyalty (Y_2)	0,312	2,871	0,004	H2 is accepted (Positive effect)
Brand personality (X_2) → Customer satisfaction (Y_1)	0,715	8,996	0,000	H3 is accepted (Positive effect)
Brand personality (X_2) → Customer loyalty (Y_2)	0,313	3,095	0,002	H4 is accepted (Positive effect)
Customer satisfaction (Y_1) → Customer loyalty (Y_2)	0,327	2,676	0,008	H5 is accepted (Positive effect)

Source: Data Processing Results, 2022.

Hypothesis testing on the effect of service quality on customer satisfaction produces a correlation coefficient value of 0.200, then service quality has a positive effect on customer satisfaction. The value of t-Statistics is 2.060 (> t-critical 1.96) with a p-value of 0.040 <0.050, then the effect of service quality on customer satisfaction is significant. Thus, hypothesis 1 (H1) which states that service quality has a positive and significant effect on customer satisfaction is accepted. This study supports the results of the study conducted by Lesmana et al. (2021) stated that service quality has a significant positive effect on customer satisfaction. These results also support research from Arianto and Kurniawan (2021) and Slack and Singh (2020) which state that service quality is the most important factor in building customer satisfaction. Likewise, research from Hidayat and Asnawi (2019), Susanti and Jasmani (2019) and Lesmana and Ratnasari (2019) found that service quality had a positive influence on customer satisfaction.

Hypothesis testing on the effect of service quality on customer loyalty produces a correlation coefficient of 0.312, then service quality has a positive effect on customer loyalty. The value of t-Statistics is 2.871 (> t-critical 1.96) with a p-value of 0.004 < 0.050, then the effect of service quality on customer loyalty is significant. Thus, hypothesis 2 (H2) which states that service quality has a positive and significant effect on customer loyalty is accepted. This study reinforces the fact that service quality has a significant effect on customer loyalty, so this supports the results of studies conducted by Slack and Singh (2020), Arianto and Kurniawan (2021) and Hidayat and Asnawi (2019) which state that service quality has a positive and negative effect on customer loyalty. significant to customer loyalty.

Hypothesis testing on the influence of brand personality on customer satisfaction produces a correlation coefficient value of 0.715, so brand personality has a positive effect on customer satisfaction. The t-statistical value was obtained at 8.996 (> t-critical 1.96) with a p-value of 0.000 <0.050, and then the influence of brand personality on customer satisfaction was significant. Thus, hypothesis 3 (H3) which states that brand personality has a positive and significant effect on customer satisfaction is accepted. This study supports the results of previous studies by several researchers. The first research was conducted by Kim and Lee (2015), which stated that brand personality has a positive and significant influence on customer satisfaction. The results of this study also support the results of Anita's (2019) research which found that brand personality has a positive influence on customer satisfaction.

Hypothesis testing on the influence of brand personality on customer loyalty produces a correlation coefficient of 0.313, then brand personality has a positive effect on customer loyalty. The t-statistical value obtained is 3.095 (> t-critical 1.96) with a p-value of 0.002 <0.050, and then the influence of brand personality on customer loyalty is significant. Thus, hypothesis 4 (H4) which states that brand personality has a positive and significant effect on customer loyalty is accepted. This study supports the results of previous research by Anita (2019) which states that brand personality has a positive and significant influence on

customer loyalty, where the sincerity dimension has the highest score from the results of this study. The results of this study also support the research results of Siswi and Wahyono (2020) and Utari et al. (2017) which prove that brand personality has a positive and significant relationship to customer loyalty.

Hypothesis testing on the effect of customer satisfaction on customer loyalty produces a correlation coefficient of 0.327, so customer satisfaction has a positive effect on customer loyalty. The t-statistical value obtained is 2.676 (> t-critical 1.96) with a p-value of 0.008 <0.050, and then the effect of customer satisfaction on customer loyalty is significant. Thus, hypothesis 5 (H5) which states that customer satisfaction has a positive and significant effect on customer loyalty is accepted. This research supports studies conducted by Ahmad (2012), Lesmana et al., (2021), Arianto and Kurniawan (2021) Hadi (2021), Slack et al. (2020), Hidayat and Asnawi (2019), Nuraeni et al., (2019) also got the same result, namely that there is a positive and significant influence of customer satisfaction in influencing the level of customer loyalty.

Table 6 – Indirect Effect Test Results (Specific Indirect Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 (Service Quality) -> Y1 (Customer satisfaction) -> Y2 (Customer loyalty)	0.065	0.071	0.047	1.389	0.165
X2 (Brand Personality) -> Y1 (Customer satisfaction) -> Y2 (Customer loyalty)	0.233	0.243	0.086	2.717	0.007

Source: Data Processing Results, 2022.

Service quality on customer loyalty through customer satisfaction obtained a correlation value of 0.065 with a t statistic of 1.389 < 1.96, and a p-value of 0.165 > 0.050 so the indirect effect of service quality on customer loyalty through customer satisfaction was not significant. Brand personality on customer loyalty through customer satisfaction obtained a correlation value of 0.233 with a t statistic of 2.717 > 1.96, and a p-value of 0.007 < 0.050, so there was a significant positive indirect effect between service quality on customer loyalty through customer satisfaction. The results of this study support the study conducted by Lesmana et al. (2021) Arianto and Kurniawan (2021), Slack and Singh (2020), Ogiemwonyi et al. (2020), Pratiwi and Wardi (2019) and Hidayat and Asnawi (2019) which have the same result, namely customer satisfaction is the most important consideration factor in influencing service quality to customer loyalty.

Table 7 – Recapitulation of Mediation Variable Test Results

Variable Mediation	Effect				Information
	(A)	(B)	(C)	(D)	
Service quality (X1) → Customer satisfaction (Y1) → Customer loyalty (Y2)	0,065 (Non-Sig.)	0,312 (Sig.)	0,200 (Sig.)	0,327 (Sig.)	*Direct-only non-mediation*
Brand personality (X2) → Customer satisfaction (Y1) → Customer loyalty (Y2)	0,233 (Sig.)	0,313 (Sig.)	0,715 (Sig.)	0,327 (Sig.)	*Complementary mediation*

Source: Data Processing Results, 2022
Description: significance (Sig.) = t-statistic > 1.96 at a= 5%;
(A): the indirect effect of the independent variable on the dependent variable by involving the mediating variable;
(B): direct effect of the independent variable on the dependent variable;
(C): direct effect of the independent variable on mediating variable;
(D): the direct effect of the mediating variable on the dependent variable.

Based on the results of the examination of the four effects above (effects A, B, C, and D), it can then be proven and the intervention of the mediating variable with the following criteria (Hair et al., 2021): A. Complementary mediation: indirect and direct effects are proven to be significant and unidirectional; B. Competitive mediation: indirect and direct

effects have been shown to be significant but opposite in direction; C. Indirect-only mediation: the indirect effect is significant, but the direct effect is not significant.

In addition, Hair et al., (2021) also identified two types of non-mediation: A. Direct-only non-mediation: the direct effect is significant, but the indirect effect is not significant; B. No-effect non-mediation: both direct and indirect effects are shown to be insignificant.

Based on the criteria in examining the mediation effect, from Table 7 above, information can be obtained as presented in the following explanation: Customer satisfaction is not significant in mediating the effect of service quality on customer loyalty. This result is shown from the mediation test carried out, namely the effect of B; C; and D has a significant value, while the effect of A which is the indirect effect of the independent variable (service quality) on the dependent variable (customer loyalty) by involving the mediating variable (customer satisfaction) has an insignificant value. Thus, the type of mediation that has been proven is direct-only non-mediation on the role of customer satisfaction in mediating the effect of service quality on customer loyalty.

Customer satisfaction is able to mediate positively and significantly on the indirect effect of brand personality on customer loyalty. This result is shown from the mediation test carried out, namely the effect of B; C; D and A which are the influence of the independent variable (brand personality) on the dependent variable (customer loyalty) by involving the mediating variable (customer satisfaction) has a significant value. Thus, customer satisfaction becomes a type of complementary mediation on the influence of brand personality on customer loyalty.

CONCLUSION

Service quality has a positive and significant effect on customer satisfaction. This means that the higher the quality of service provided by Transmart TSM Bali, the higher the customer satisfaction of Transmart TSM Bali. Personal brand has a positive and significant effect on customer satisfaction. This means that the higher the customer satisfaction of Transmart TSM Bali. customer has a positive and significant effect on customer loyalty. This means that the higher the customer satisfaction at Transmart TSM Bali, the higher the customer loyalty of Transmart TSM Bali. customer does not significantly mediate the effect of service quality on customer loyalty. Based on these results, it can be seen that service quality directly affects customer loyalty more significantly. customer becomes a complementary mediation that significantly influences brand personality on customer loyalty. Based on these results, it can be interpreted that the higher the brand given, it can increase customer satisfaction, so that in the end customer loyalty will increase.

Based on the results of the discussion that has been stated, the following suggestions can be given: the management of Transmart TSM Bali should improve service performance based on responsiveness in listening to complaints and responding to them. In addition to this, a modern atmosphere must also be maintained so that Transmart TSM Bali customers can still pay attention. Regular monitoring is needed from the management of Transmart TSM Bali to be able to maintain its position as one of the one-stop shopping malls in Bali and still have a place in the hearts of customers by building a classy personality and providing a pleasant atmosphere for its customers to maintain loyalty to Transmart TSM Bali.

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