Literature Review : Factors Affecting Customer Satisfaction and Customer Loyalty

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Abstract: Previous or relevant research is crucial in any study or scientific article. It serves to strengthen the theory and explain the relationships or influences between variables. This article reviews the factors influencing customer satisfaction and customer loyalty, based on a literature review in marketing management. The findings of this literature review are: 1) Service quality affects customer satisfaction; 2) Customer satisfaction impacts customer loyalty.

Keywords: service quality, customer satisfaction, customer loyalty

INTRODUCTION

Every student, whether at the undergraduate, master's, or doctoral level, is required to conduct research in the form of a thesis, dissertation, or other academic papers. Likewise, lecturers, researchers, and other functional personnel are actively involved in research and writing scientific articles for publication in academic journals. Scientific works are a prerequisite for students to complete their studies in most higher education institutions in Indonesia. This requirement applies across educational levels: undergraduate (S1) involves a thesis, master's (S2) involves a dissertation, and doctoral (S3) involves a dissertation.

Based on empirical experience, many students and authors face challenges in finding supporting articles for their academic works, whether as previous research or relevant studies. Relevant articles are necessary to reinforce the theory being studied, explore variable relationships, and build hypotheses. They are also essential for discussing research findings. This article examines the impact of service quality on customer satisfaction as part of a literature review on marketing management.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Service Quality

Agreeing to Kotler and Keller (2002), service is any activity advertised by one party to another, which is intangible and does not result in possession. Service quality is affected by seen benefit and anticipated benefit. Similarly, Tjiptono (2005) defines service as the efforts of service providers to meet customer needs and desires, delivered with precision to align with customer expectations.

C. Stemvelt (2004), as cited in Payangan (2013), states that the concept of service quality is a perception of a comprehensive quality revolution that must be conceptualized and continuously refined as a dynamic process to meet customer satisfaction. Service is a critical factor in creating customer satisfaction. High-quality service impacts the fulfillment of customer expectations. According to Parasuraman et al. (1990), service quality is the delivery of services that exceed customer expectations.

Based on the views of several experts, service quality can be concluded as the customer's assessment of the gap between their expectations and the reality of the services they receive. If the customer's perception aligns with their expectations, the service quality is considered good. However, if the perception falls short of expectations, the service quality is considered poor. The level of service quality depends on the provider's ability to consistently meet customer expectations.

Supranto (2001) identifies several dimensions that can be used to determine service quality, including:

1. Tangible: Physical elements and appearance.
2. Reliability: The capacity to provide guaranteed service dependably and precisely.
3. Responsiveness: Willingness to help and provide prompt service.
4. Assurance: Knowledge, courtesy, and the ability to inspire trust and confidence.
5. Empathy: Individualized attention to customers.

Service quality has been extensively researched by various scholars, such as Adriany, Vita (2018); Al Rasyid, Harun, and Erica, Denny (2018); Safi, Fidaa O.D, and Alagha, Marwan S. (2020); Balinado et al. (2021); Sulkaisi, Neffi, and Siska, Felia, and Irwan, Irwan (2021); Singh, Amandeep, Singla, Babita, and Sharma, Sandhir (2020); Naik, C.N. Krishna, and Gantasala, Venugopal (2010); Sathyan, Lisa, and Mano Raj, John (2020); Kusumadewi, R. and Karyono, Otong (2019); Chan, T.J., and Goh, M.L. (2019).

Customer Satisfaction

Customer satisfaction is closely related to creating customer value. Achieving customer satisfaction benefits the company by fostering a harmonious relationship with customers, laying a solid foundation for customer loyalty, and generating positive word-of-mouth recommendations. This, in turn, stimulates customer interest in purchasing or utilizing the company's products or services.

Satisfaction is the feeling of pleasure or disappointment that arises after comparing the perceived performance (or outcome) of a product against expectations. If the performance falls short of expectations, the customer is dissatisfied. If it meets expectations, the customer is satisfied. If it exceeds expectations, the customer is highly satisfied or delighted (Kotler and Keller, 2018). According to Tjiptono (2012), as cited in Sahabuddin (2019), satisfaction is the gap between expectations and actual performance. Customer satisfaction is achieved by

narrowing or eliminating this gap. Fecikova (2010), as cited in Sahabuddin (2019), defines satisfaction as a feeling resulting from evaluating the perceived experience compared to expectations, which relates to the customer's desires and needs for a product or service.

Based on these expert opinions, satisfaction can be summarized as the positive emotion that arises when an individual's needs or desires are fulfilled. Customer satisfaction is the result of evaluating or assessing the features of a product or service used to meet needs, with performance that either meets or exceeds expectations.

Kotler, as cited in Tjiptono (2011), identifies four methods to measure customer satisfaction:

1. Complaint and suggestion systems
2. Customer satisfaction surveys
3. Ghost shopping
4. Lost customer analysis

Customer satisfaction has been extensively studied by researchers such as Al Rasyid, Harun (2017); Rinaldi, Edza, Sumarwan, Ujang, and Yulianti, Lilik N. (2012); Sahabuddin, Romansyah (2019); Zakaria et al. (2014); Noyan, Fatma & Simsek, Gulhayat (2011); and Ozatac et al. (2014).

Customer Loyalty

Kotler and Keller (2018) define loyalty as a deeply held commitment to repurchase or consistently support a preferred product or service in the future, despite situational influences and marketing efforts that might encourage switching behavior. Consumer loyalty reflects a customer's effort to remain faithful to a product due to strong awareness, perceived quality, satisfaction, and pride, often resulting in repeat purchases.

According to Christopher and Lauren in Setiawan (2011), loyalty is the willingness of customers to continue subscribing to a company over the long term by repeatedly purchasing its goods and services and voluntarily recommending the company's products to others. Similarly, Selnes (1993), as cited in Al-Rasyid (2018), suggests that customer loyalty is formed when customers feel satisfied with a brand or the level of service received, leading them to maintain the relationship. Kotler (2002) describes customer loyalty as a reflection of customers' allegiance to a brand, categorized into four groups:

1. Hardcore Loyalty: Customers consistently purchase a single brand.
2. Split Loyalty: Customers are loyal to two or three brands.
3. Shifting Loyalty: Customers switch from one brand to another.
4. Switchers: Customers show no loyalty to any brand.

From these perspectives, loyalty can be summarized as a deep-seated commitment by customers to repurchase or use a product or service consistently in the future. Loyalty is not measured by how much a customer buys but by how frequently they make repeat purchases and recommend the product or service to others.

According to Aaker (2018), there are five strategies to create and maintain customer loyalty:

1. Respecting Customer Rights: Customers should be treated with respect, and their needs and expectations must be addressed to maintain their loyalty.

2. Staying Close to Customers: Building proximity helps companies understand shifts in consumer preferences and quickly address their expectations.
3. Measuring Customer Satisfaction: Regularly assessing customer satisfaction provides valuable insights, especially regarding loyalty trends.
4. Creating Switching Costs: Offering discounts, negotiated pricing, or benefits can discourage customers from switching to competitors.
5. Providing Extras: Offering rewards or gifts shows customers they are valued, fostering a sense of appreciation and loyalty.

Customer loyalty has been extensively studied by researchers, including Mahardiwan, Arief (2017); Azizah Yulia Safitri, Berto Mulia Wibawa, and Dewie Saktia Ardiantono (2019); Luvy Mayanda, Hari Wijayanto, and Istiqlaliyah Muflikhati (2018); Zakaria et al. (2014); and Noyan, Fatma, and Şimşek, Gülhayat (2014).

Hypothesis Development

Service quality is one of the main factors that can influence customer satisfaction. Alluding to the hypothesis of Parasuraman et al. in Lupiyoadi (2013), service quality can be measured through five key dimensions: tangible, reliability, responsiveness, assurance, and empathy. When customers receive service that meets or even exceeds their expectations, their satisfaction levels tend to increase. Therefore, the first hypothesis proposed is that service quality has a positive and significant impact on customer satisfaction.

In addition to customer satisfaction, service quality also has the potential to directly build customer loyalty. Customers who feel they receive high-quality service are more likely to continue using the same products or services and even recommend them to others. This forms the basis for the second hypothesis, which is that service quality has a positive and significant impact on customer loyalty.

Customer satisfaction is often considered a key factor driving customer loyalty. Kotler and Keller (2009) state that when customers are satisfied, they are more likely to repurchase and establish long-term relationships with service providers. Thus, the third hypothesis is that customer satisfaction has a positive and significant impact on customer loyalty. Additionally, customer satisfaction is also hypothesized to act as a mediating variable that strengthens the relationship between service quality and customer loyalty.

1. The Impact of Service Quality on Customer Satisfaction.
   Referring to the five dimensions of service quality (tangible, reliability, responsiveness, assurance, empathy) identified by Parasuraman et al., an improvement in service quality is expected to directly enhance customer satisfaction.
   H1: Service quality incorporates a positive and noteworthy affect on customer satisfaction.
2. The Impact of Service Quality on Customer Loyalty
   In addition to influencing customer satisfaction, consistent service quality can also directly build customer loyalty through positive service experiences.
   H2: Service quality features a positive and noteworthy affect on customer loyalty.

3. The Impact of Customer Satisfaction on Customer Loyalty
   Kotler and Keller (2009) state that customer satisfaction can create repeat purchase behavior, which is a key indicator of customer loyalty. Therefore:

H3: Customer satisfaction acts as an interceding variable that fortifies the relationship between service quality and customer loyalty.

4. The Mediating Role of Customer Satisfaction

Customer satisfaction acts as a mediating variable that strengthens the relationship between service quality and customer loyalty.

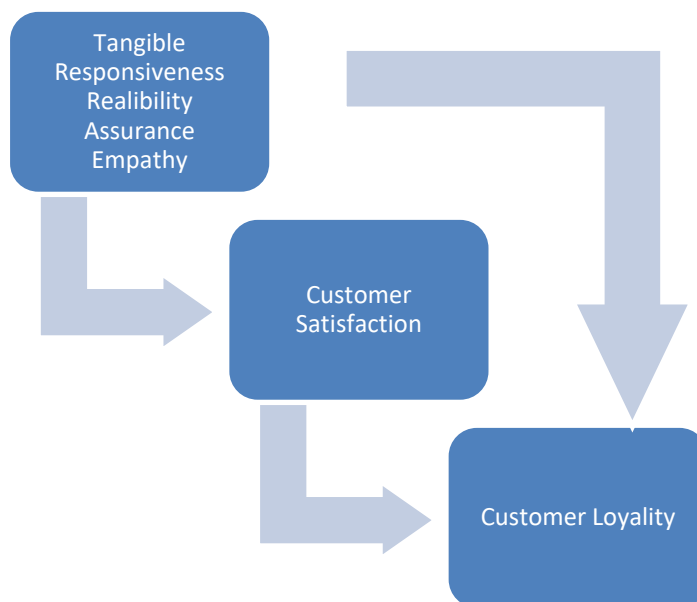H4: Customer satisfaction intercedes the impact of service quality on customer loyalty.

Figure 1. Conceptual Framework Diagram

The image above represents the research framework, illustrating the relationships between the following variables:

1. Service Quality influences Customer Satisfaction.
2. Service Quality also directly influences Customer Loyalty.
3. Customer Satisfaction may have an affect on Customer Loyalty.

Each relationship is marked with a positive sign (+), indicating a positive influence between the variables.

METHODS

The writing method of this scientific article employs a qualitative approach and literature study (Library Research). It involves reviewing literature books relevant to the discussed theories, specifically within the scope of Marketing Management. Additionally, it includes analyzing reputable scientific articles as well as those from non-reputable journals. All cited articles are sourced from Mendeley and Google Scholar.

In qualitative research, the literature review must be used consistently with methodological assumptions, meaning it should be applied inductively and should not direct the researcher's questions. One of the main reasons for conducting qualitative research is its exploratory nature (Ali & Limakrisna, 2013).

Further analysis is elaborated in the section titled "Related Literature" or "Review of Literature," serving as the foundation for hypothesis formulation and as a basis for comparison with the findings or results revealed in the research (Ali & Limakrisna, 2013).

RESULT AND DISCUSSION

The Influence of Service Quality on Customer Satisfaction

Parasuraman et al. (1988) stated that customer satisfaction consists of five dimensions: Tangible, Reliability, Responsiveness, Assurance, and Empathy. Tangible refers to the physical appearance of facilities, equipment, personnel, and communication materials. Tangibles are aspects of service quality that can be perceived by the human senses and are key factors in customer satisfaction assessment. Reliability is the ability to provide dependable and accurate service. Responsiveness refers to the willingness and ability to help customers and provide prompt service. Assurance encompasses employees' knowledge, courtesy, and ability to inspire trust and confidence. Empathy indicates the degree of care and attention given to meeting customers' needs.

Based on research by Siswadi et al. (2020), service quality positively impacts customer satisfaction. Similarly, Hapzi Ali, Nanda Limakrisna, and Djamalluddin Said (2016) found that service quality positively and significantly affects customer satisfaction. Further, Riki Kristomi Agung Wibowo, Hapzi Ali, and Rani Purwanti Kemalasari (2016) and Baruna Hadibrata et al. (2018) also identified a significant influence of service quality on customer satisfaction. Service quality and customer satisfaction variables have been extensively studied by researchers, including Adriany (2018), Al Rasyid and Erica (2018), Simanjuntak et al. (2019), Kurnia et al. (2018), Slack et al. (2020), Kitapchi et al. (2013), Lenikumar (2017), Trianah et al. (2017), Rozani et al. (2013), and Manani et al. (2013).

The Influence of Customer Satisfaction on Customer Loyalty

Customer loyalty is defined as the willingness of customers to repurchase goods or services provided by a producer. Research by Kuntari et al. (2016) found that customer satisfaction significantly affects customer loyalty. Similarly, Siswadi et al. (2020) and Meidarta Bhinawan and Hapzi Ali (2017) confirmed that customer satisfaction positively and significantly influences customer loyalty. The relationship between customer satisfaction and loyalty has also been studied by Ali (2018), Pangaribuan and Ali (2018), Setyadi and Ali (2017), Jamaludin and Riswanti (2017), and Habibi (2021).

Based on theoretical studies and the review of relevant articles, service quality dimensions (Tangible, Responsiveness, Reliability, Assurance, and Empathy) significantly influence customer satisfaction.

Additionally, aside from these five exogenous variables, other factors influencing customer satisfaction include:
a) Product (X6): (Juniardi et al., 2018; Alnaser et al., 2017; Othman et al., 2020)
b) Promotion (X7): (Juniardi et al., 2018; Alnaser et al., 2017; Khatab et al., 2019)
c) Price (X8): (Juniardi et al., 2018; Alnaser et al., 2017; Khatab et al., 2019)
d) Place (X9): (Juniardi et al., 2018; Alnaser et al., 2017; Khatab et al., 2019)
e) Process (X10): (Juniardi et al., 2018; Alnaser et al., 2017; Othman et al., 2020).

CONCLUSIONS

Based on the article formulation and discussion, the hypotheses for future research can be formulated as follows:
1. Tangible affects Customer Satisfaction.
2. Responsiveness affects Customer Satisfaction.

3. Reliability affects Customer Satisfaction.
4. Assurance affects Customer Satisfaction.
5. Empathy affects Customer Satisfaction.
6. Service Quality affects Customer Loyalty.

Based on the conclusions above, the recommendation of this article is that many other factors influence Customer Satisfaction aside from service quality. Therefore, further studies are needed to identify additional factors that may affect customer satisfaction beyond the variables examined in this article. These factors could include product, promotion, price, place, and process.

ACKNOWLEDGEMENT

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