

The Impact Of Marketing Mix And Service Quality On Customer Loyalty Through Customer Satisfaction In The Travel Industry

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Abstract

The need for tourism is now increasing in line with people's efforts to find tourist destinations as a way to restore their spirits. In the context of intervention at PT. Trajek Group Tour Travel, this study analyzes how the combination of marketing and service quality affects loyalty and satisfaction. The population used in this study are customers of PT. Trajek Group Tour Travel by applying a non-probability sampling method. In this study, a sample of 180 respondents was determined. The data analysis process in this study uses SEM based on Variance or Partial Least Square (SEM-PLS) with the SEM PLS Warp-PLS 7.0 application. The findings of the study indicate that the combination of marketing and service quality has a significant impact on satisfaction. The combination of marketing and service quality also affects loyalty. Satisfaction has an impact on loyalty. The combination of marketing does not have a direct influence on loyalty when considered through satisfaction. Service quality, on the other hand, influences loyalty through satisfaction.

INTRODUCTION

The rapid development of the tourism sector in Indonesia is marked by increasing investment and significant growth in tourist visits. This situation allows the tourism sector to contribute to economic growth and development. Several countries have developed policies, structures, and support for the tourism industry to optimize Gross Domestic Product (GDP). Tourism is seen as a significant economic force, generating jobs, foreign exchange, income, and tax revenue for each country (Purnamasari & Budiarmo, 2019). The state of tourism in Indonesia is inextricably linked to the changing business environment that surrounds it. In the first half of 2024, the number of domestic tourist movements in Indonesia reached 598.72 million trips, or an increase of 18.03% compared to the same period in 2023. In July 2024, the total number of foreign tourist visits reached 7.75 million, an increase of 20.75% compared to the 2023 period (Kemendparekraf/Baparekraf RI, 2024). Tourism marketing primarily includes the creation of

tourism goods or services, appropriate pricing to control the number of tourists between peak and recession seasons, and the use of distribution channels to fulfill pre-planned plans (Qomariah, 2021).

Today's successful marketing companies share one thing in common: a strong marketing strategy and a true customer focus. Companies must be highly committed to understanding customer situations and needs, as well as identifying their target market. Every company is driven to deliver superior value to customers and seek customer satisfaction. Valuable customer insights that generate and deliver customer satisfaction are the goals of marketing (Tjiptono & Anastasia, 2020). Today's consumers are highly critical in selecting a product, even when making a purchase decision. Consumer purchasing decisions force manufacturers to be selective in implementing marketing strategies. This is intended to maintain consumer attention and loyalty.

According to (Tjiptono & Anastasia, 2019), the concept of customer loyalty has been studied for decades in the business industry. It is a key reason for companies to attract and retain customers. Maintaining customer loyalty is primarily due to the increasing cost of acquiring new customers in an increasingly competitive climate.

This loyalty forms a positive attitude by generating repeat purchasing behavior over time. According to (Kotler & Armstrong, 2019), Customer loyalty can be viewed from two different perspectives: attitudinal and behavioral. The behavioral perspective reflects customer loyalty, reflecting the continued purchase and use of a product or service. Customer loyalty reflects the proportion (or percentage) of current customers who are enthusiastic about recommending a particular product or service to friends. From an attitudinal perspective, current customers have a sense of belonging to a particular product or service, or a current commitment to that product or service.

According to (Tjiptono & Anastasia, 2019) Furthermore, customer satisfaction serves as a guideline for directing the entire company toward meeting customer needs, thus becoming a source of sustainable competitive advantage. In conditions where alternative products or services are abundant, satisfaction is a strong determinant of loyalty because a product or service that can satisfy customers is the best solution to the problems customers face in choosing between various products or services offered (Kartajaya, 2014).

The survival and sustainability of any business organization depend heavily on customer satisfaction and loyalty. Satisfied customers tend to continue purchasing products or using services from the company. This customer loyalty is very beneficial for businesses because consumers will continue to purchase and recommend the product/service to others. Various empirical studies provide evidence of the link between customer satisfaction and loyalty (Nursaid et al., 2020), (Ricca & Antonio, 2021), (Pahlevi et al., 2021), (Sari & Giantari, 2020), (Cantona & Alvita, 2024), (Dimiyati & Subagio, 2016), (Mendoza et al., 2020), (Yuwono & Anggiani, 2024). Different findings were obtained (Mutmainnah, 2018), that satisfaction has no effect on customer loyalty.

The marketing mix is crucial in helping business stakeholders identify their business areas or environments. Consequently, a business entity that is able to fully identify and understand each component of the marketing mix that must be managed and incorporated into its planned marketing strategy is crucial as a determining factor for marketing success (Kotler & Keller, 2019). Empirical research that provides evidence of a relationship between the marketing mix and customer satisfaction and loyalty includes: (Rasyid et al., 2017), (Al-Majali & Tarabieh, 2020), (Prasmara et al., 2019), (Ikhsana et al., 2019), (Fitriana, 2019). Inconsistent research results state that the marketing mix does not have an effect on satisfaction and loyalty (Garg et al., 2016), (Rahardjo et al., 2019), (Mutmainnah, 2018).

Service quality is based on five dimensions so that all can be well integrated to create excellent service for consumers (Parasuraman, 1998). This is in accordance with and supported by several empirical studies which prove the influence of service quality on satisfaction and loyalty, including: (Pahlevi et al., 2021), (Chaerudin & Syafarudin, 2021), (Dimiyati & Subagio,

2016), (Rorong et al., 2023), (Yuwono & Anggiani, 2024), (Subagja & Susanto, 2019). Inconsistent findings indicate that service quality does not have an effect on satisfaction and loyalty (Sukamuljo et al., 2021), (Chao et al., 2015), (Qomariah, 2012) .

PT. Trajek Group Tour Travel is a transportation services company. The company offers inter-city, provincial, and international tourism tour and travel services, event organizers, accommodation, freight transportation, transportation, and others. The creation of a marketing mix strategy policy is expected to facilitate the marketing of PT. Trajek Group Tour Travel in marketing its services. As a business entity engaged in the tourism travel services sector, PT. Trajek Group Tour Travel certainly faces competition and the dynamics of changes in the business environment. Based on the overall revenue data of PT. Trajek Group Tour Travel, it is stated to fluctuate. It can be seen that the revenue growth of PT. Trajek Group Tour Travel averaged 1.02%, the lowest growth was recorded in the October 2023 period at -44.95%, while the highest growth was recorded in the September 2023 period at 32.41%. The high or low revenue of PT. Trajek Group Tour Travel provides an indication of PT. Trajek Group Tour Travel's ability to attract consumers.

Given the internal situation of PT Trajek, which continues to show variations in revenue and inconsistent results, this study is crucial. This study aims to address the issues faced by PT Trajek Group Travel and fill the research gap that is the main focus of this study. Thus, the innovation of this study lies in utilizing satisfaction in tourism as a connecting variable to the impact of the marketing mix and service quality on loyalty at PT Trajek Group Tour Travel Jember.

Literature review

According to (Kotler & Armstrong, 2018), The definition of a marketing mix as a set of marketing tools used by a company to convince its target market, including product selection, pricing, promotions, and distribution channels aimed at meeting customer needs. The product must be determined from the outset, identifying which products will be produced to meet the needs of the community. After product selection, pricing is necessary to ensure the product has a selling point. Promotion is necessary to familiarize the public with the product, and finally, a distribution channel must be established to ensure the product reaches the final consumer.

According to (Tjiptono, 2019), reliability, reaction, consistency, concern and tangible evidence are the five aspects that build service quality, which is defined as the customer's general impression of an entity and the services it offers as lower or higher.

The feeling of customers being happy with the goods or services they consume is called customer satisfaction (Qomariah, 2016). This satisfaction can occur if the performance of a product or service exceeds customer expectations.

Customer loyalty is the effort to provide good information, recommend, and share positive things, as well as the intention to repurchase a product or service that they have previously consumed. (Mu'ah & Masram, 2014). Customer loyalty can occur when customers are satisfied with a product or service. This feeling of satisfaction is what leads to increased customer loyalty.

Methods

This research uses a research design that describes the systematic steps that will be taken to achieve the research objectives, including determining the type of research, data collection methods, population and samples to be studied, and data analysis techniques (Sugiyono, 2019). By collecting consumer data from 2020-2024 with 180 questionnaires, the research was conducted over a six-month period, covering January 2025 to May 2025. The indicators for marketing mix variables consist of 4 elements, namely: product, price, promotion and place (Kotler & Keller, 2016). According to (Parasuraman et al., 1985), The indicators for the service quality variables at PT Trajek Group Tour Travel are: tangibles, responsiveness, reliability, assurance, empathy. According to (Qomariah, 2016), Customer satisfaction indicators include:

overall customer satisfaction, customer satisfaction dimensions, customer satisfaction dimensions, confirmation of expectations, repurchase intention, willingness to recommend, customer dissatisfaction. Meanwhile, loyalty indicators according to (Tjiptono & Anastasia, 2019) These include: saying positive things about the company, recommending the company to someone seeking advice, and continuing purchasing. To test the hypothesis, this study used SEM as a WartPLS statistical tool. Descriptive statistics in this study are presented in Table 1 below.

Table 1. Description of Respondents' Demographic Characteristics

	Criteria	Frequency (people)	Percentage (%)
Ages	a. 20 to 29 Years	34	18,9
	b. 30 to 39 Years	68	37,8
	c. 40 to 49 Years	55	30,6
	d. \geq 50 Years	23	12,8
	Total	180	100,0
Gender	a. Male	106	58,9
	b. Female	74	41,1
	Total	180	100,0
Last Education	a. ES	12	6,7
	b. JHS	38	21,1
	c. SHS	61	33,9
	d. Bachelor/Postgraduate	69	38,3
	Total	180	100,0
Profession	a. Civil Servants/Soldiers/Police	19	10,6
	b. Private employees	51	28,3
	c. Entrepreneur	48	26,7
	d. Student	40	22,2
	e. Others	22	12,2
	Total	180	100,0
Frequency of Use	a. 2-3 times	38	21,1
	b. 4-5 times	59	32,8
	c. 6-7 times	51	28,3
	d. $>$ 7 times	32	17,8
	Total	180	100,0

RESULTS

Validity Test Results

Instrument validity indicates that the tool used performs its measuring function in accordance with the measurement objectives. Instrument validity is assessed by the cross-loading value of the variable indicators. If the value is above 0.70, it is declared valid (Ghozali, 2018).

Table 2. Summary of Validity Test Results

Indicator	Marketing Mix (X1)	Service Quality (X2)	Satisfaction (Z)	Loyalty (Y)
1	0,9240	0,1370	-0,0660	-0,0250
2	0,8960	0,0730	0,0320	-0,0570
3	0,9270	-0,1750	0,0730	-0,0140
4	0,914	-0,0330	-0,0380	0,0950
5	-0,0340	0,9080	-0,0620	-0,0540
6	-0,0750	0,9040	0,1150	-0,1170
7	-0,0030	0,9040	0,0190	0,0480
8	0,1590	0,8980	-0,1360	0,1110
9	-0,0460	0,9000	0,0630	0,0130
10	-0,0470	0,0560	0,8970	-0,0930
11	0,0330	-0,0710	0,9050	-0,0190
12	-0,0470	0,0610	0,8890	-0,0940
13	0,1520	-0,0090	0,9210	0,0320
14	-0,1180	0,1190	0,8860	0,2570
15	0,0220	-0,1620	0,8490	-0,0870
16	0,0550	-0,0440	0,2480	0,9070
17	0,1550	0,0950	-0,1640	0,9030
18	-0,2140	-0,0510	-0,0850	0,8910

Reliability Test Results

Reliability indicates that an instrument is dependable or trustworthy. In this case, the outer model measurements or assessments that represent the reliability aspect are composite reliability and Cronbach's alpha (Ghozali, 2018).

Table 3. Reliability Test

No	Variable	Composite Reliability	CA	Results
1	Marketing Mix	0.954	0.935	Qualify
2	Service Quality	0.957	0.943	Qualify
3	Satisfaction	0.959	0.948	Qualify
4	Loyalty	0.928	0.883	Qualify

Direct Effect Test Results

The direct effect test is intended to examine causality, or the direct influence of exogenous variables on endogenous variables.

Table 4. Direct Effect

Effect	Path Coefficient	P Value	Results
Z ← X1	0,266	<0,001	Support
Z ← X2	0,659	<0,001	Support
Y ← X1	0,355	<0,001	Support
Y ← X2	0,289	<0,001	Support
Y ← Z	0,295	<0,001	Support

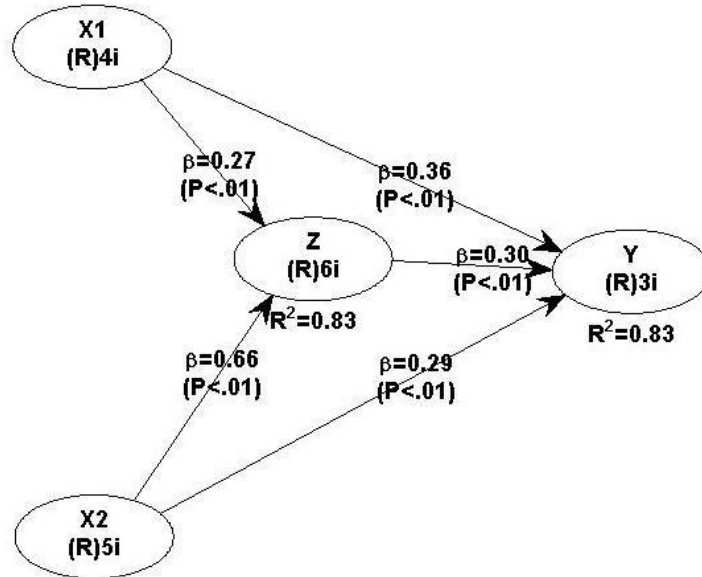
Indirect Effect Test Results

An indirect relationship exists between the exogenous latent variables of the marketing mix (x1), service quality (x2), and the endogenous latent variable of loyalty (y) and the intervening endogenous variable of satisfaction (z). A summary of the indirect effects can be seen in table 5 below.

Table 5. Results Of The Indirect Effect Test

Effect	Path Coefficient	P Value	Results
Y ← Z ← X1	0,079	0,066	Not Support
Y ← Z ← X2	0,195	<0,001	Support

Figure 1. PLS-SEM Analysis Results



DISCUSSION

The Influence of Marketing Mix on Satisfaction

Satisfaction can increase due to a good marketing mix from the service provider. Therefore, the hypothesis stating that the marketing mix has an effect on satisfaction at PT. Trajek Group Tour Travel is proven true or H1 is accepted. The marketing mix at PT. Trajek Group Tour Travel, as seen from PT. Trajek Group Tour Travel, offers good tour packages not only

offering standard packages, but also more specific packages, such as special interest tours (ecotourism, etc.), which are more interesting and unique; PT. Trajek Group Tour Travel offers tour packages at affordable prices; PT. Trajek Group Tour Travel carries out clearly and accurately; and PT. Trajek Group Tour Travel has extensive distribution channels, both online and offline, to facilitate ordering, which are factors that determine the creation of satisfaction. This study is in line with findings indicating that the combination of marketing elements has a positive impact on satisfaction (Prasmara et al., 2019), (Gunawan et al., 2018), (Hasan & Islam, 2020), (Riyadi & Rangkuti, 2016), (Parlan et al., 2016), (Khatab et al., 2019), (Magatef, 2015), (Othman et al., 2019), (Rizki et al., 2015), (Sulaiman & Hindardjo, 2019), (Sukamto & Lumintan, 2015), (D. Putra et al., 2019), (Mujiyanti et al., 2019), (Al-Majali & Tarabieh, 2020), (Sudari et al., 2019), (D. Putra et al., 2019). Meanwhile, research that is not in line with this research is that conducted by (Rahardjo et al., 2019).

The Influence of Service Quality on Satisfaction

Service quality has an influence on satisfaction. The quality of service seen from PT. Trajek Group Tour Travel provides services according to what was promised promptly and accurately; PT. Trajek Group Tour Travel staff to assist customers and provide responsive services; PT. Trajek Group Tour Travel staff have the competence and knowledge in providing services; PT. Trajek Group Tour Travel staff have a good understanding of customer needs; and PT. Trajek Group Tour Travel has adequate facilities for customer service needs are factors that determine the creation of positive customer satisfaction in the eyes of consumers. Research that has the same results as this research is conducted by (Chaerudin & Syafarudin, 2021), (Ariska et al., 2020), (Rahman, 2019), (Fadhli et al., 2021), (Wulandari & Suwitho, 2017), (Susilo et al., 2018), (Yanuar et al., 2017), (Budiyono et al., 2022), (Anggriana et al., 2017), (Setiawan et al., 2019), (Setyawati et al., 2018), (Yulisetiari & Prahasta, 2019), (Purnomo & Qomariah, 2019). Different results stating that service quality has no impact on customer satisfaction were carried out by (Pambudi & Soliha, 2021), (Kasinem, 2020), (Maimunah, 2020).

The Influence of Marketing Mix on Loyalty

The marketing mix have an effect on loyalty. This means that the existence of marketing mix aspects at PT. Trajek Group Tour Travel PT. Trajek Group Tour Travel offers good tour packages not only offering standard packages, but also more specific packages, such as special interest tours (ecotourism, etc.), which are more interesting and unique; PT. Trajek Group Tour Travel offers tour packages at affordable prices; PT. Trajek Group Tour Travel carries out clearly and accurately; and PT. Trajek Group Tour Travel has extensive distribution channels, both online and offline, to facilitate ordering is a factor that determines customer loyalty. Research that is in line with this research like (Sudari et al., 2019), (Sukamto & Lumintan, 2015), (Othman et al., 2019), (Gunawan et al., 2018), (Verma & Singh, 2017), (Edyansyah et al., 2019), (Melinda, 2020), (Melinda, 2020), (Andi et al., 2023). Different results stating that the marketing mix has no impact on loyalty were carried out by (Wiratno & Abdurrahman, 2020).

The Influence of Service Quality on Loyalty

Service quality has an effect on loyalty. This means that the better the service quality of PT. Trajek Group Tour Travel, the better the loyalty. The quality of service seen from PT. Trajek Group Tour Travel provides services according to what was promised promptly and accurately; PT. Trajek Group Tour Travel staff to assist customers and provide responsive services; PT. Trajek Group Tour Travel staff have the competence and knowledge in providing services; PT. Trajek Group Tour Travel staff have a good understanding of customer needs; and PT. Trajek Group Tour Travel has adequate facilities for consumer service needs are factors that determine the creation of loyalty. A parallel study whose results are that service quality has an impact on customer loyalty was conducted by (Pahlevi et al., 2021), (Rorong et al., 2023), (Yuwono &

Anggiani, 2024), (Qomariah, 2012), (Subagja & Susanto, 2019), (Putra et al., 2024), (Hanny & Krisyana, 2022), (Zulva Pallefi & Widiartanto, 2017), (Putri & Farida, 2020), (Heidy, 2022), (Sofiati et al., 2018). Meanwhile, research that is not in line with the results shows that service quality has no impact on loyalty, was conducted by (Sukamuljo et al., 2021), (Chao et al., 2015), (Keni & Sandra, 2021), (Soliha et al., 2019).

The Influence of Satisfaction on Loyalty

Satisfaction has an effect influence on loyalty. This means that if satisfaction improves, it will lead to increased loyalty at PT. Trajek Group Tour Travel. Customer satisfaction assessed from the overall service of PT. Trajek Group Tour Travel is able to meet expectations; PT. Trajek Group Tour Travel is able to provide travel and related services, such as tickets, accommodation, and tour packages that satisfy customers; the service performance of PT. Trajek Group Tour Travel perceived by customers is in accordance with customer expectations; customers are willing to reuse the services of PT. Trajek Group Tour Travel; customers are willing to provide recommendations to friends and family to use the services of PT. Trajek Group Tour Travel; and customers have no complaints about the services of PT. Trajek Group Tour Travel are factors that determine the creation of customer loyalty. This research is in line with research conducted by (Gultom et al., 2020), (Suarniki & Lukiyanto, 2020), (Lie et al., 2019), (Qomariah, 2018), (Giantari et al., 2021), (Nurzhavira & Iriani, 2022), (Maskur et al., 2016), (Iriyanti et al., 2016), (Kusuma & Giantari, 2020), (Ratnasari & Gumanti, 2019), (Naini et al., 2022), (Nursaid et al., 2024), (Mulyono et al., 2020), (Cahyono et al., 2020). Meanwhile, research that is not in line with this was carried out by (Mutmainnah, 2018), (Nursaid et al., 2020).

The Influence of Marketing Mix on Loyalty through Satisfaction

The marketing mix does not have an effect on customer loyalty through satisfaction as an intervening/mediating factor. Therefore, the hypothesis stating that the marketing mix has an influence on loyalty through satisfaction at PT. Trajek Group Tour Travel is not proven true or H6 is rejected. The findings of this study illustrate that the influence of the marketing mix on customer loyalty is more of a direct influence. Research that is in line with this research was conducted by (Sudari et al., 2019), (Sukamto & Lumintan, 2015), (Gunawan et al., 2018), (Rahardjo et al., 2019).

The Influence of Service Quality on Loyalty through Satisfaction

Service quality has an effect on loyalty through satisfaction as an mediation. Therefore, the hypothesis stating that service quality has an influence on loyalty through satisfaction at PT. Trajek Group Tour Travel is proven true or H7 is accepted. This means that the better the service quality, the higher the satisfaction and ultimately will encourage better loyalty. Research that is in line with this research which states that satisfaction is an intervening variable in the influence of service quality on loyalty, namely:(Muharmi & Sari, 2019), (Sutrisno et al., 2017), (Halimah et al., 2022), (Gera et al., 2017), (Aliman & Mohamad, 2016). Research that is not in line with this research which states that satisfaction is not an intervening variable was conducted by (Ratnasari & Gumanti, 2019).

CONCLUSION

The results of the study prove that the marketing mix and service quality have an influence on satisfaction and loyalty at PT. Trajek Group Tour Travel. Therefore, PT. Trajek Group Tour Travel should always pay attention to matters especially those related to the quality of the marketing mix and service quality. Related to the marketing mix, it is necessary to conduct an evaluation related to the pricing strategy. Related to service quality, it is necessary to ensure that PT. Trajek Group Tour Travel staff have a good understanding related to customer service.

Related to satisfaction, it should ensure handling of customer complaints and provide the best solutions. And, related to the aspect of loyalty, it should encourage customers to return to use Trajek Group Tour Travel services.

The results of this study indicate that the marketing mix and service quality variables are able to explain 82.6% of satisfaction, and the marketing mix, service quality, and satisfaction variables are able to explain 83.3% of loyalty. Therefore, for further research, it is recommended to use or add other variables, such as customer relationship marketing.

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