

The Effect Of Service Quality On Customer Loyalty Mediated By Jne Express Customer Satisfaction In Bengkulu City

Fadhlu Rohman Dian Rafles¹⁾, Desti Rupita Sari²⁾, Tito Irwanto³⁾, M. Rahman Febliansa⁴⁾

^{1,2,3,4)} Universitas Dehasen Bengkulu

Email: ¹⁾ raflesfrdr12@gmail.com, ²⁾ rupitadesti@gmail.com, ³⁾ titoirwanto@unived.ac.id, ⁴⁾ rahmanfebliansa@unived.ac.id

ARTICLE HISTORY

Received [20 Juni 2024]

Revised [30 Juli 2024]

Accepted [31 Juli 2024]

KEYWORDS

Service Quality, Customer Loyalty, Customer Satisfaction.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



ABSTRACT

The purpose of this study was to determine the Analysis of the Effect of Service Quality on Consumer Loyalty Mediated by JNE Express Consumer Satisfaction in Bengkulu City. The type of research used is quantitative. The population in this study were all JNE Express consumers in Bengkulu City. The sampling technique used simple random sampling with a sample size of 150 people. Data collection techniques using questionnaires that have been tested for validity and reliability. The data analysis technique used to answer the hypothesis using SmartPLS 4 is the outer model, inner model and bootstrapping test. The results of this study indicate that: (1) service quality has a positive effect on customer satisfaction. This is evidenced by the t-statistic value of 5.362 which is greater than the t-table value (1.65) with a significance level of 0.000 (<0.05). (2) service quality has a negative effect on customer loyalty. This is evidenced by the t-statistic value of 1.340 which is smaller than the t-table value (1.65) with a level of significance of 0.192 exceeding the predetermined standard (<0.05). (3) customer satisfaction has a positive effect on customer loyalty. This is evidenced by the t-statistic value of 3.585 which is greater than the t-table value (1.65) with a significance level of 0.000 (<0.05). (4) service quality on customer loyalty mediated by customer satisfaction has a positive effect. This is evidenced by the mediation coefficient of the t-statistic value of 3.034 which is greater than the t-table value (1.65) with a significance level of 0.002 (<0.05).

INTRODUCTION

The need for shipping goods has become the main need of every human being. All humans need fast and safe delivery to ensure that the goods are delivered to the right time and place. The development of the technology field currently has an impact on the Indonesian economy, especially in the service industry. This is related to the increasingly widespread online buying and selling business carried out by online business actors consisting of the community and online shop companies. The high frequency of delivery of goods is due to the rise of online sales and delivery of goods. This stimulates the market for goods delivery services to grow. The more people who use delivery services, the quality of service is very important for companies to win the competition in terms of doing business.

By understanding what consumers want and expect from the quality of service provided, a distinctive added value will be obtained for the company. Service quality needs to get great attention for companies, because service quality has a direct relationship with the company's competitive ability and profit level. It is now increasingly realized that service quality is an aspect of surviving in business and can win the competition in business. Whether or not a company can be determined by the company itself in providing satisfying services to its customers. Seeing one of the cases of the existing phenomenon, the number of companies engaged in shipping services, so to be able to maintain its existence, each logistics or express delivery service provider company must be able to develop its abilities, skills and knowledge so that it can face competition and also to meet the needs of consumers who are increasingly high towards meeting the needs of consumers who are increasingly high towards meeting the needs of expedition service providers. Many shipping service companies provide value and satisfaction through quality services and competitive prices. JNE Express (Jalur Nugraha EkaKuri) in Bengkulu City is one of the companies engaged in goods delivery and delivery services. With the increasing need for goods delivery services, every company must be able to provide the best service to service users. For this reason, JNE Express consumers in Bengkulu City as one of those who play an important role for the JNE Express company in Bengkulu City and need to get quite serious attention in the face of current competition, because consumers are one of the main things that must be considered for the company so that the company continues to run properly and is able to compete with other companies.

Likewise, the existence of JNE Express in Bengkulu City is expected to be able to work well in providing services for its service users. To achieve this goal, it cannot be separated from the management of JNE Express in Bengkulu City which is expected by consumers regarding the quality of service when using JNE Express services in Bengkulu City so that consumers feel what is expected and feel very satisfied in using JNE Express services in Bengkulu City. so that later it will lead to consumers who are loyal to the JNE Express company in Bengkulu City. This study also aims to see the gap between the expectations and reality of consumers and the management of JNE Express in Bengkulu City.

LITERATURE REVIEW

Service quality is the main basis for knowing the level of customer satisfaction, in this case the company can be said to be good if it can provide goods or services according to the wishes of consumers. Good service quality will greatly affect the increase in customer satisfaction. Service quality is called good if the service provided is in sync with what is requested by consumers, while if it exceeds what is needed by consumers, it can be said that the service is very satisfying.

According to Arianto (2018: 83) service quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Service quality applies to all types of services applicable to all types of services provided by the company when the client is in the company. According to Kotler and Keller (2016: 143) quality is the completeness of the features of a product or service that has the ability to provide satisfaction to a need. Meanwhile, according to Cashmere (2017: 47) service quality is defined as the actions or actions of a person or organization aimed at providing satisfaction to customers or employees. Based on the opinions of the experts above, it can be concluded that service quality is an action taken by the company in the form of intangible things but can be felt by consumers. Measurement of service quality can be seen from a service that has been received by consumers to meet their needs and desires expectations.

Indicators of service quality according to Kotler and Keller (2016: 442) are as follows:

- a. Reliability, namely the ability to perform services that are reliable and accurate.
- b. Responsiveness, namely the willingness to help customers and provide fast service.
- c. Assurances, namely the knowledge and courtesy of employees and their ability to guarantee quality so that participants trust and believe.
- d. Empathy is individualized attention to customers.
- e. Tangibles (physical evidence), namely the appearance of physical facilities, equipment, facilities and infrastructure.

According to Kotler and Keller (2016: 164) explain that loyalty is a commitment held to buy or reuse a preferred product or service in the future there are situational influences and marketing actions or efforts to switch. Loyalty in the literal sense means loyal or can be said to be a loyalty. This loyalty also arises without coercion but arises because of self-awareness of the past.

The definition of loyalty (service loyalty), namely the degree to which a consumer shows repeated purchasing behavior from a service provider, has a positive attitude disposition or tendency towards service providers, and only considers using this service provider when the need to use this service arises. According to Kotler and Keller (2016: 138) defining customer loyalty is a deeply held commitment to buy or support a preferred product or service again in the future, even though the influence of the situation and marketing efforts has the potential to cause customers to switch.

From several definitions according to experts, it can be concluded that consumer loyalty is an attitude that drives behavior to purchase products or services from a company that includes aspects of feelings in it, especially those who buy regularly and repeatedly with high consistency, but not only repurchase goods and services, but also have a positive commitment and attitude towards the company that offers these service products.

Indicators of consumer loyalty according to Kotler & Keller (2016: 57) are:

- a. Repeat (loyalty to product purchases) is a repurchase of goods or using services from a particular company.
- b. Retention (resistance to negative influences on the company) is the attitude of consumers who only believe in certain goods or services and are immune to the products or services of other companies so that they are not interested in buying products or using the services of other companies.
- c. Referalls (referring to the total resistance of the company) is to recommend positively to others about the products or services used.

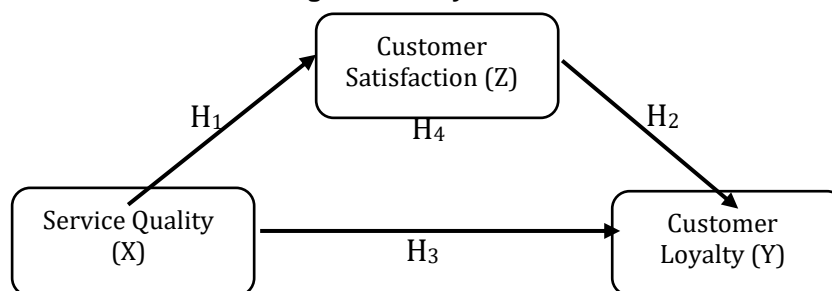
According to Kotler and Keller (2018: 138) satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) against their expectations. If the performance fails to meet expectations, the customer will be dissatisfied, if the performance matches expectations the customer will be satisfied. In addition, if performance exceeds expectations, customers will be very satisfied or happy. Not only that, according to Kasmir (2016: 236) argues that customer satisfaction is an assessment of consumers and the use of goods and services compared to before their use. Meanwhile, according to Shinta (2014: 25) customer satisfaction depends on the perceived performance of the product in delivering value relative to the buyer's expectations. If the performance or achievement matches or even exceeds expectations, the buyer feels satisfied, loyal and can tell his favorite to other consumers, about the company and its products.

Based on the definition according to the experts above, it can be concluded that customer satisfaction is the level of satisfaction of a person when getting a service that has been felt or a product that has been used and compared between the results of the work of the service provider or the results of production with the results obtained by the customer, if the customer's expectations match the wishes, it is said that customer satisfaction arises, if the customer's expectations do not match the term disappointed. According to Tjiptono (2014: 101) the indicators forming customer satisfaction consist of the following aspects:

1. Conformity of expectations, is between the conformity between the service performance expected by consumers and that felt by consumers.
2. Interest in visiting again, this relates to the willingness of consumers to visit again or reuse related services.
3. Willingness to recommend, is the willingness of consumers to recommend services that have been felt to friends or family.

The analytical framework in this study can be seen in the following figure:

Figure 1 Analysis Framework



Based on the above analysis framework, it can be concluded that service quality is an Independent variable (X), customer loyalty is a Dependent variable (Y) and customer satisfaction is a Mediating variable (Z).

METHODS

Every research that will be carried out, must first determine the type of research that will be used so that the objectives of the research are achieved. The type of research used in this research is quantitative method. According to Sugiyono (2020: 16) quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative data analysis, with the aim of testing predetermined hypotheses.

This study aims to determine the relationship between three variables, namely service quality as independent, customer satisfaction as a mediating variable on customer loyalty as the dependent variable and to determine the form of influence of service quality on customer loyalty mediated by JNE Express customer satisfaction in Bengkulu City. This research is organized in a planned and systematically arranged manner so that this research can be carried out in order and can be understood properly.

According to Sugiyono (2016: 80) population is a generalization area which usually consists of objects or subjects which have their own characteristics determined by researchers who will later study after which a conclusion will be drawn. From these explanations and characteristics, it can be concluded that population is a group or individual where they have something in common. The population in this study were all JNE Express consumers in Bengkulu City.

According to Siyoto & Sodik (2015: 65) the sample is part of the number and characteristics possessed by the population, or a small part of the population members taken according to certain procedures so that they can represent the population. In this study, researchers used a sampling technique, namely simple random sampling. According to Sugiyono (2017: 82) simple random sampling is a simple technique because taking sample members from the population is done randomly without looking at and paying attention to the similarities or levels that exist in the population and the main factor is all JNE Express consumers in Bengkulu City. In this study using the theory of Hair et al (2014: 100) the number of samples of some respondents must be adjusted to the number of items in the questionnaire,

assuming $n \times 5$ observed variables (indicators) up to $n \times 10$ observed variables (indicators). The sample used in the study was 5 times the number of statement indicators. The maximum number in this sample is 300 respondents and a minimum of 150 respondents. In this study, the number of samples and questionnaires given to consumers was 150 respondents from 30 statement indicators multiplied by 5 which is in accordance with the existing formula.

In a study, data collection methods are the most important, because calculations are obtained from data obtained from a study. The method used in this research is a questionnaire or questionnaire method. According to Sugiyono (2017: 142) a questionnaire or questionnaire is a data collection technique that is done by giving a set of questions or written questions to respondents to answer. In this way the researcher will distribute questionnaires to subjects who will become respondents who have been determined and provide questionnaires to respondents directly. This data collection will be carried out to JNE Express consumers in Bengkulu City.

The data collection tool in this study is a Likert Scale and questionnaires are used as the main method for obtaining data from JNE Express consumers in Bengkulu City. The questionnaire will be distributed to 150 respondents. In order for the data that has been collected to be useful, the data must be processed and analyzed so that it can be used to interpret and as a basis for the questionnaire can later be measured by a Likert scale. Determining the score on the Likert scale for respondents' answers is done by making suitable classifications and categories depending on the respondent's opinion or opinion. The questions in the questionnaire are made on a Likert scale with a value of 1-5. In this study, the Likert scale was used to answer and measure consumer agreement on closed research questions. The following is the Likert scale used in this study.

The analysis method used in this research is Partial Least Square (PLS). Partial Least Square (PLS) is a Structural Equation Modeling (SEM) technique that is able to analyze latent variables, indicator variables, and measurement errors directly. PLS is a powerful analytical method that can be applied to all data scales, does not require many assumptions and the sample size does not have to be large. Besides being able to be used to confirm theory, PLS can also be used to build relationships for which there is no theoretical basis or for proposition testing. The test is by doing the Measurement Model (Outer Model) and Structural Model (Inner Model).

RESULT AND DISCUSSION

Result

Convergen Validity

Covergent Validity aims to determine the validity of each relationship between indicators and their constructs or latent variables. In this study, a loading factor limit of 0.70 will be used. The loading factor values are as follows: KP1 0.756, KP2 0.774, KP3 0.843, KP4 0.806, KP5 0.837, KP6 0.755, KP7 0.717, KP8 0.739, KP 9 0.720, KP10 0.768. LY1 0.880, LY2 0.816, LY3 0.814, LY4 0.773, LY5 0.712, LY6 0.678, LY7 0.705, LY8 0.761, LY9 0.785, LY10 0.749. KPS1 0.702, KPS2 0.764, KPS3 0.811, KPS4 0.783, KPS5 0.841, KPS6 0.767, KPS7 0.816, KPS8 0.784, KPS9 0.798, KPS10 0.781.

Convergent Validity of the measurement model can be from the correlation between the item or instrument score and the construct score (loading factor) with the loading factor criteria of each instrument > 0.70. Based on the first data processing with the consumer loyalty variable, there is 1 invalid instrument (<0.70), namely LY6 and the rest are valid (>0.70), while the service quality variable all instruments are valid (>0.70) and there are no invalid instruments (<0.70) and the customer satisfaction variable all instruments are valid (>0.70) and there are no invalid instruments (<0.70). So that the loading factor value <0.70 must be eliminated or removed from the model. In order to meet the required convergent validity, which is higher than 0.70 (>0.70), the second data processing is carried out. The loading factor values are as follows:

KP1 0.756, KP2 0.774, KP3 0.843, KP4 0.806, KP5 0.837, KP6 0.755, KP7 0.717, KP8 0.739, KP 9 0.720, KP10 0.768. LY1 0.888, LY2 0.811, LY3 0.823, LY4 0.775, LY5 0.703, LY7 0.705, LY8 0.767, LY9 0.790, LY10 0.746. KPS1 0.703, KPS2 0.763, KPS3 0.812, KPS4 0.783, KPS5 0.842, KPS6 0.766, KPS7 0.817, KPS8 0.784, KPS9 0.798, KPS10 0.781.

Based on the results of the second data processing, by eliminating invalid instruments, the value of the instruments above has met the criteria, which is greater than 0.70 (>0.70). Based on table 2 on the service quality variable, the largest loading factor value is in the KP3 statement of 0.843 which contains the statement "JNE Express employees in Bengkulu City can handle consumer complaints well". In the consumer loyalty variable, the largest loading factor value is in the LY1 statement of 0.888 which contains the statement "I am willing to use JNE Express in Bengkulu City in the future". In the consumer

satisfaction variable, the largest loading factor value is in the KPS5 statement of 0.842 which contains the statement "I feel that the JNE Express delivery service in Bengkulu City has a good reputation".

Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) test shows how much variance in the diversity of manifest variables that have latent constructs, the criterion for numbers > 0.5 or above is the standard value of variable AVE. The results of processing research data show that all variables have good validity constructs. The AVE values are as follows:

1. Service Quality (X) with an AVE value of 0.597.
2. Consumer Loyalty (Y) with an AVE value of 0.609.
3. Consumer Satisfaction (Z) with an AVE value of 0.617.

Based on the AVE value, it can be concluded that all constructs have met the reliability criteria, this is indicated by the AVE value above 0.50 (>0.50) as recommended criteria.

Discriminant Validity

Discriminant validity is the magnitude of the loading value between aspects or components with aspects or components that are greater than the value of other aspects or components. Discriminant validity can be done in two stages, namely comparing the results of cross loading and seeing the results of AVE. In SmartPLS 4 cross loading is represented in cross validation, indicators can be said to be valid if the results of the comparison of variable loading values are greater than other variables. The crossloading value can be seen as follows: KP1 0.756, KP2 0.774, KP3 0.843, KP4 0.806, KP5 0.837, KP6 0.755, KP7 0.717, KP8 0.739, KP 9 0.720, KP10 0.768. LY1 0.888, LY2 0.811, LY3 0.823, LY4 0.775, LY5 0.703, LY7 0.705, LY8 0.767, LY9 0.790, LY10 0.746. KPS1 0.703, KPS2 0.763, KPS3 0.812, KPS4 0.783, KPS5 0.842, KPS6 0.766, KPS7 0.817, KPS8 0.784, KPS9 0.798, KPS10 0.781.

Based on the above value, it can be concluded that the correlation of the latent variable with the indicator is greater than the size of the latent variable, this indicates that the latent construct in the block is better than the size of the other block. In other words, in the crossloading analysis there is no discriminant validity problem.

Reliability Test

According to Ghazali and Latan (2015: 75), realibilitas is actually a measuring tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire can be said to be reliable or reliable if the respondent's answer to the statement in the questionnaire is consistent or stable over time. The reliability test is carried out to prove the accuracy, consistency and accuracy of the instrument in measuring the construct. Measuring the reliability test of a construct with reflexive indicators can be done in two ways, namely Cronbach Alpha and Compiste Reliability. The construct is said to be reliable if the Cronbach Alpha and Compiste Reliability values are more than 0.70 (>0.70).

Table 1 Composite Reliability

Variables	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Rule of Thumb	Conclusion
KPS (Z)	0.941	0.941	0.70	Reliabel
LY (Y)	0.928	0.933	0.70	Reliabel
KP (X)	0.928	0.937	0.70	Reliabel

Source: Data Processing Results, 2023

Table 2 Cronbach Alpha

Variables	Cronbach Alpha	Rule of Thumb	Conclusion
KPS (Z)	0.932	0.70	Reliabel
LY (Y)	0.919	0.70	Reliabel
KP (X)	0.925	0.70	Reliabel

Source: Data Processing Results, 2023

Based on the two tables above, that the results of testing composite reliability and Cronbach alpha show a satisfactory value, namely the value of each variable above the minimum value of 0.70. This shows the consistency and stability of the instruments used is high. In other words, all constructs or variables of this study have become measuring instruments with fit and all statements used to measure each construct have good reliability.

Model Fit Test

This is achieved by examining the SmartPLS 4 output estimation results on the SRMR value. Standardized Root Mean Square Residual (SRMR) is the average residual covariance, based on the transformation of the sample covariance matrix and the predicted covariance matrix into a relationship matrix. If the number obtained is less than 0.10 (<0.10), it is considered appropriate (Henseler et al, 2014).

Table 3 Hasil Uji Mo

	Saturated Model	Estimated Model
SRMR	0.066	0.066

Source: Data Processing Results, 2023

From the output above, it can be seen that the SRMR value is 0.066, so the model is suitable or has met the criteria for model fit.

R-square Test

This test is to determine the percentage of endogenous construct variability that allows it to be explained by the variability of exogenous constructs. This test is also to determine the goodness of the structural equation model. The higher the R-square value indicates the greater the exogenous variable can explain the endogenous variable, so the better the structural equation.

Table 4 R-square Test Results

	R-square	R-square adjusted
KP S (Z)	0.176	0.170
LY (Y)	0.174	0.163

Source: Data Processing Results, 2023

Based on table 4. The magnitude of the effect of service quality and customer loyalty on customer satisfaction is 0.176 or 17%. In Sugiyono (2017: 250) including a very weak or very low influence. It is interpreted that the rest, as much as (133%) is influenced by other variables not included in the study. Furthermore, the magnitude of the effect of service quality and customer satisfaction on customer loyalty is 0.174 or 17%. In Sugiyono (2017: 250) including a very weak or very low influence. It is interpreted that the rest, as much as (133%) is influenced by other variables not included in the study.

Hypothesis Test

Hypothesis testing is done with the bootstrapping technique. The data used for bootstrapping is data that has been carried out at the Measurement stage. Hypothesis testing is included in the Structural Model and shows the hypothesized relationship with simulation practice. This bootstrapping test also aims to determine the direction of the relationship and the significance of the relationship between each latent variable. Hypothesis testing is done by comparing the t-statistic or t-count that has been determined, the t-count generated in the bootstrapping test, the t-statistic value must be greater than the one tail t-table, which is 1.65 for a standard error of 5% or a p value below 0.05 (Hair et al, 2017: 320).

Table 5 Path Coefficients Value

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
KP (X) → KPS (Z)	0.419	0.432	0.078	5.362	0.000
KP (X) → LY (Y)	0.131	0.140	0.101	1.304	0.192
KP S (Z) → LY (Y)	0.345	0.352	0.096	3.585	0.000

Table 6 Hypothesis-specific indirect effect values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
KP (X) → KPS (Z) → LY (Y)	0.145	0.151	0.048	3.034	0.002

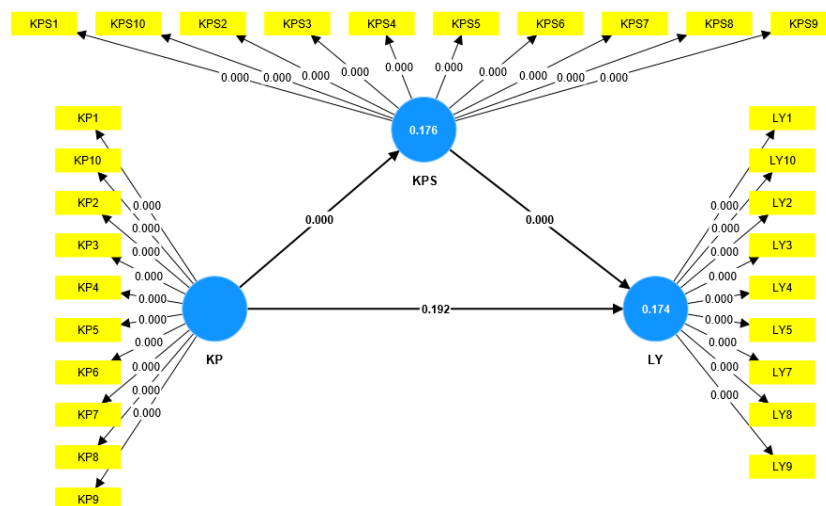
Source: Data Processing Results, 2023

The Path Coefficients table shows the results of hypothesis testing using bootstrapping. Of the three hypotheses, there is a negative relationship between $X \rightarrow Y$. This is indicated by the Original Sample number of 0.131 and the p value of 0.192 which exceeds the predetermined standard (<0.05). Hair et al (2017: 172) explain that the Original Sample shows the sign of the direction of the relationship between variables in the entire research sample. Therefore, the results of the $X \rightarrow Y$ relationship reject the previous hypothesis. As for the significance, this study uses a one tail hypothesis so that the significance is seen from the t-statistic values above 1.65 for significance or p value below 0.05 (<0.05).

Based on these criteria, the rejected hypothesis is in the latent variable relationship between $X \rightarrow Y$. This occurs because the research t-statistic has a value of less than 1.65 and p values exceed the specified standard below 0.05 (<0.05). This explains that of the 3 (three) hypotheses proposed, 2 (two) hypotheses are accepted and 1 (one) hypothesis is rejected.

To find out the mediation function, researchers used the bootstrapping method in the specific indirect effect table, the results of which are listed in table 6. The use of the bootstrapping method according to Hair et al (2017: 239) is done because the Sobel Test assumes a normal distribution which is inconsistent with the nonparametric PLS-SEM method. In addition, the parametric assumptions of the Sobel Test usually do not apply to indirect effects because the multiplication of two normally distributed coefficients results in an abnormal product distribution.

Figure 2 Mediation Test Results Using Bootstrapping SmartPLS 4



Source: Data Processing Results, 2023

Based on Figure 2 above, the mediation test can be carried out as follows:

1. The direct relationship between $X \rightarrow Y$ is negative and insignificant.
2. The indirect relationship ($X \rightarrow Z \rightarrow Y$) is positive and significant. Indicates that there is a mediation effect.

Based on these two relationships, it shows that the indirect relationship is positive and significant, which means that there is a mediation effect. While the direct relationship is negative and insignificant which means that the mediation effect greatly affects a variable relationship and which means based on Figure 4 that the mediation effect is indirect-only (full mediation) or full mediation. Based on the explanation above, testing the assessment hypothesis can be done as follows:

H1 Accepted

The results showed a positive and significant relationship between the Service Quality variable (X) and Consumer Satisfaction (Z) of JNE Express users in Bengkulu City. The direction of the relationship can be seen from the Original Sample value in Bootstrapping of 0.419. Significance is indicated by the t-statistic number of 5.362 which is greater than the t-table (1.65). The research p-value of 0.000 also meets the predetermined standard of (<0.05). The interpretation of this finding is that the better the quality of service, the more satisfied consumers of JNE Express users in Bengkulu City will be.

H2 Rejected

The results showed an insignificant relationship between Service Quality (X) and Consumer Loyalty (Y) of JNE Express users in Bengkulu City. The direction of the relationship can be seen from the Original

Sample value in Bootstrapping of 0.131. Meanwhile, the significance is negative because the t-statistic value of Service Quality (X) on Consumer Loyalty (Y) is 1.304, which is smaller than the t-table of 1.65. In addition, the p-value in the resulting study, which is 0.192, exceeds the predetermined standard (<0.05). The interpretation of this finding is that the better the Service Quality provided by JNE Express in Bengkulu City is not necessarily followed by the growth of Consumer Loyalty in the use of JNE Express in Bengkulu City.

H3 Accepted

The results showed a positive and significant relationship between the Consumer Satisfaction variable (Z) and the Consumer Loyalty variable (Y) of JNE Express users in Bengkulu City. The direction of the relationship can be seen from the Original Sample value in Bootstrapping of 0.345, the significant relationship is seen from the t-statistic value of 3.585 which is greater than the t-table (1.65). In addition, the research p value is 0.000 which meets the predetermined standard (<0.05). The interpretation that can be made is that the higher the Consumer Satisfaction in using JNE Express in Bengkulu City, it will be followed by Consumer Loyalty to JNE Express in Bengkulu City. That way that the mediating variable, namely Customer Satisfaction (Z), affects or is significant to Consumer Loyalty (Y) JNE Express in Bengkulu City.

H4 Accepted

The results showed a positive and significant relationship between the Service Quality variable (X) and Customer Loyalty (Y) mediated by Customer Satisfaction (Z) of JNE Express users in Bengkulu City. The relationship can be seen from the t-statistic value of 3.034 which is greater than the t-table (1.65). In addition, the research p value is 0.002 which meets the predetermined standard (<0.05), which means that the consumer satisfaction variable as mediation is accepted and affects the service quality variable on consumer loyalty.

Discussion

The Effect of Service Quality on Customer Satisfaction

Based on the results of data processing from the research conducted, it is known that there is a positive and significant influence between service quality variables on customer satisfaction. The results of data processing t-statistic value of 5.362 in other results obtained p value with a value of 0.000, then H1 is accepted. The effect is positive directly proportional to the coefficient value, assuming that if the service quality increases, customer satisfaction also increases. This shows that the first hypothesis is proven and can be declared accepted. This can be corroborated by previous research conducted by Fitriani and Uswatun (2018) which shows that service quality has a positive and significant effect on customer satisfaction for computer service services "XYZ" Yogyakarta. This is also in line with research conducted by Irandha (2016) showing that service quality has a positive effect on customer satisfaction at JNE Hijrah Sagan branch, Yogyakarta.

The Effect of Service Quality on Consumer Loyalty

Based on the results of data processing from the research conducted, it is known that there is a negative and insignificant effect directly between the service quality variables on customer loyalty. The results of data processing t-statistic value of 1.304 in other results obtained p value with a value of 0.192, then H2 is rejected. With the assumption that the better or the increasing quality of service does not necessarily increase consumer loyalty. This can be corroborated by previous research conducted by Fitriani and Uswatun (2018) which shows that service quality has no significant effect on customer loyalty for computer service services "XYZ" Yogyakarta. These results indicate that service quality does not directly affect customer loyalty and the absence of good service quality alone is not able to increase consumer loyalty. This is also in line with research conducted by Haq (2017) showing that the service quality variable partially has no significant effect on consumer loyalty.

The Effect of Customer Satisfaction on Customer Loyalty

Based on the results of data processing from the research conducted, it is known that there is a positive and significant influence between the consumer satisfaction variable on the consumer loyalty variable. The results of data processing t-statistic value of 3.585 in other results obtained p value with a value of 0.000, then H3 is accepted. With the assumption that if consumer satisfaction is high, it will increase consumer loyalty and if the higher the consumer is satisfied, the higher the loyalty given by consumers. This can be corroborated by previous research conducted by Fitriani and Uswatun (2018) which shows that customer satisfaction has a significant positive effect on customer loyalty for computer

service services "XYZ" Yogyakarta. This is also in line with research conducted by Haq (2017) showing that there is a positive effect of customer satisfaction on customer loyalty at the Ghuf Tha Komputer store in Samarinda.

The Effect of Service Quality on Customer Loyalty Mediated by Customer Satisfaction

Based on the results of data processing from the research conducted, it is known that there is a positive and significant influence between customer satisfaction variables on customer loyalty variables mediated by customer satisfaction variables. The results of data processing t-statistic value of 3.034, in other results obtained p value with a value of 0.002, then H4 is accepted. With the assumption that service quality has an indirect effect on customer loyalty by passing customer satisfaction as a mediating variable and then influencing the loyalty of consumers who use JNE Express services in Bengkulu City. This can be corroborated by previous research conducted by Fitriani and Uswatun (2018) which shows that service quality affects customer loyalty with customer satisfaction mediation. This is also in line with research conducted by Andrianto (2014) that service quality has an indirect effect by passing satisfaction as an intervening variable on loyalty.

CONCLUSION

Based on the results of research that has been conducted on "The Effect of Service Quality on Consumer Loyalty Mediated by JNE Express Consumer Satisfaction in Bengkulu City". It can be concluded as follows:

1. The influence between Service Quality on Customer Satisfaction. The results of the analysis show that Service Quality has an effect on Customer Satisfaction, with the acquisition of a t-statistic value of 5.362 and a p value of 0.000, meaning that there is an influence between Service Quality on Customer Satisfaction. So that H1 in this study which states that Service Quality affects Customer Satisfaction can be accepted.
2. The influence between Service Quality on Consumer Loyalty. The results of the analysis show that Service Quality has no effect on Consumer Loyalty, with the acquisition of a t-statistic value of 1.304 and a p value of 0.192, meaning that there is no influence between Service Quality and Consumer Loyalty. So that H2 in this study states that Service Quality does not affect Consumer Loyalty can be rejected.
3. The influence between Customer Satisfaction on Consumer Loyalty. The results of the analysis show that customer satisfaction has an effect on customer loyalty, with the acquisition of a t-statistic value of 3.585 and a p value of 0.000, meaning that there is an influence between customer satisfaction on customer loyalty. So that H3 in this study which states that Consumer Satisfaction affects Consumer Loyalty can be accepted.
4. The influence between Service Quality on Consumer Loyalty mediated by Customer Satisfaction. The results of the analysis show that Service Quality mediated by Customer Satisfaction has an effect on Customer Loyalty, with the acquisition of a t-statistic value of 3.034 and a p value of 0.000, which means that Customer Satisfaction as mediation is accepted and affects Service Quality on Customer Loyalty.

REFERENCES

- Arianto, N. 2018. Pengaruh Kualitas Pelayanan Terhadap Kepuasan Dan Loyalitas Pengunjung Dalam Menggunakan Jasa Hotel Rizen Kedaton Bogor. *Jurnal Pemasaran Kompetitif*, 1(2). 83-101.
- Ghozali, Imam dan Hengky, Latan. 2015. *Partial Least Squares Konsep Teknik dan Aplikasi dengan Program Smart PLS 3.0*. Semarang: Universitas Diponogoro Semarang.
- Hair, et al. 2014. *Multivariate Data Analysis. New Internasional Edition*. New Jersey: Person.
- Hair, J. F. et, al. 2017. *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publication, Los Angeles
- Henseler, J., et al. 2014. *Common Beliefs and Reality about Partial Least Squares: Comments on Ronkko & Evermann (2013)*, *Organizational Research Methods*, 17(2): 182-209.
- Kasmir. 2016. *Manajemen Sumber Daya Manusia (Teori dan Praktik)*. Depok: PT Rajagrafindo Persada.
- Kasmir. 2017. *Customer Service Excellent*. PT Raja Grafindo Persada. Depok.
- Kotler, Philip. Keller, Kevin, Lane. 2016. *Manajemen Pemasaran* edisi 12 Jilid 1&2. Jakarta: PT. Indeks.
- Kotler, P. and Kevin Lanner Keller. 2018. *Perilaku Konsumen (sikap dan pemasaran)*. Terjemahan: Firmansyah, M. A. Pasuruan: CV. Penerbit Qiara Media.

- Shinta, Agustina. 2014. *Manajemen Pemasaran*. Malang: UB Press.
- Siyoto, S. Sodik, A. 2015. *Dasar Metodologi Penelitian*. Yogyakarta: Literasi Media Publishing.
- Sugiyono. 2016. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*, Cetakan ke-24. Bandung: Alfabeta.
- Sugiyono. 2017. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. 2020. *Metode Penelitian Kualitatif*. Bandung: Alfabeta