

The Influence of Service Quality and Customer Satisfaction on Customer Loyalty at PT. Prathama Line Logistics

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Abstract: The purpose of this study is to examine and analyze the effect of service quality on customer loyalty and customer satisfaction and analyze the effect of customer satisfaction on customer loyalty at PT. Prathama Line Logistics. The research was conducted at an international freight forwarding company, namely PT. Prathama Line Logistics in Denpasar City, Bali Province, Indonesia. The population of this study includes all registered customers, both domestic and foreign customers with a total of 205 customers. The size of the research sample determined based on the Slovin formula was 136 respondents where the respondent determination technique was carried out by stratified random sampling technique. Inferential analysis is used to analyze the relationship between the variables of service quality, customer satisfaction, and customer loyalty. The research questionnaire was processed using the Partial Least Square (PLS) method with the SmartPLS 2.0 program. The test results show that service quality has no significant effect on customer loyalty. Service quality has a positive and significant effect on customer satisfaction. Customer satisfaction has a positive and significant effect on customer loyalty.

Keywords: service quality, customer satisfaction, customer loyalty

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I. Introduction

The map of business competition is increasing sharply, customer preferences and behavior are changing along with increasingly rapid technological developments, so organizations/companies must be more focused on customer satisfaction (Hasan, 2013:89). Consumers can be sure will always try to meet their needs with quality products including getting service with good quality. Ratnasari and Aksa (2011: 93-94) state, specifically in the service trade sector, companies must always strive for improvements in service quality, because better service quality will further increase customer satisfaction, which in turn will have implications for customer loyalty. According to Hasan (2013: 120), that a company that can survive is a company that has the ability to increase customer loyalty on an ongoing basis to be the key to competitive advantage.

PT. Prathama Line Logistics is one of the many companies in the freight forwarding business that provides services to its customers, in the form of shipping services, both export and import, for fully loaded container cargo (Full Container Load/FCL) as well as slightly loaded cargo (Less than Container Load/LCL), either by land (inland), by sea freight, or by air freight. PT. Prathama Line Logistics is not only engaged in shipping services, but also provides packing services, processing import-export documents and warehousing. PT. Prathama Line Logistics has several branch companies in several places in the country such as Jakarta, Bandung and Surabaya, including partnerships with several similar companies both at home and abroad. Several shipping destination countries which are the basis of PT. Prathama Line Logistics, including Australia, Europe, America, and countries in the Asian region.

However, in recent years the sales of PT. Prathama Line Logistics experienced a decline in the sales volume of shipping services, both for shipping services by sea and shipping services by air. The rapid growth of users of freight forwarding services in previous years has encouraged the growth of international shipping companies, with the application of increasingly sophisticated information technology, and better services. PT. Prathama Line Logistics actually has also utilized information technology, through a proper system, but has not

been able to show a significant increase in sales volume. Management indicates the influence of service quality, customer satisfaction, and customer loyalty as well as other factors as the cause of the decline in sales of these services.

Some research results also support that the decline in sales or buying interest / consumer buying decisions can be influenced by service quality and customer satisfaction. Saidani (2012), in his research at Ranch Market, found that service quality and product quality affect consumer buying interest. The results of research by Ubaidillah, et al, (2012), which was conducted at music studio rental services 21 Karawang, found that purchasing decisions were influenced by service quality. Widagdo (2011), also in the results of his research found that the consumer's decision to buy a product is influenced by the level of service quality.

This study will be conducted on the factors that influence customer loyalty focusing on service quality and customer satisfaction. The purpose of this study is to examine and analyze the effect of service quality on customer loyalty and customer satisfaction and analyze the effect of customer satisfaction on customer loyalty at PT. Prathama Line Logistics.

II. Literature Review

2.1. Service Quality

According to Zeithaml, et al. , 1990:19 (Laksana, 2008:88), service quality is defined as: "the extent of discrepancy between customers' expectations or desires and perceptions", it is intended that the quality of service received by consumers or customers is expressed as the magnitude of the difference between the expectations or desires of consumers towards a service with the reality of service that is felt by the customer itself.

According to Lovelock, 1988:229 (Laksana, 2008:88), quality is defined as follows: Quality is degree of excellent intended, and the control of variability in achieving that excellent, in meeting the customers requirement (quality is the level of quality expected, and control of diversity in achieving that quality to meet consumer needs). Meanwhile, according to Majid (2009: 49), service quality is a person's actions towards other people or consumers through the presentation of products or services in accordance with the applicable size/service to meet the needs, desires, and expectations of the people being served.

2.2. Customer Satisfaction

According to Doyle (2013: 170), customer satisfaction is a measurement of the quality and effectiveness of the customer service delivery system. Nasution (Majid, 2009: 50), provides an explanation of customer satisfaction is a condition where the needs, desires, and expectations of customers can be met through the products consumed. Meanwhile, according to Sunyoto (2013: 35), customer satisfaction is the level of one's feelings after comparing the perceived performance or results compared to their expectations.

Based on the opinion expressed by Gasperz, 1997:34 (Laksana, 2008:10), customer satisfaction is defined simply as a situation where the needs, desires and expectations of customers can be met through the products consumed. This opinion is supported by Laksana (2008:10), which describes that satisfaction as a comparison between the reality of the quality received by the customer and the expectations of the customer itself, where if the reality of the quality is better than expected, it can be said that the customer is satisfied, and vice versa. If the reality of the quality is less than expected, it will lead to customer dissatisfaction.

2.3. Customer Loyalty

According to Doyle (2013: 169), customer loyalty is the ability to retain customers and make them buy what is being offered over a longer period of time than competitors. Customer loyalty is an effort to keep customers loyal to the company, because customer loyalty has the potential to have a positive influence on company performance (Lupiyoadi and Hamdani, 2006: 197).

Kotler (2003:61), defines customer loyalty "the long term success of the particular brand is not based on the number of consumers who purchase it only once, but on the number who become repeat purchases". It is intended that measuring customer loyalty cannot be done by how many customers buy products, but is how often customers repurchase a product offered by the company.

2.4. Conceptual Framework and Research Hypotheses

Based on the theoretical study, a research conceptual framework was developed as shown in Figure 1.

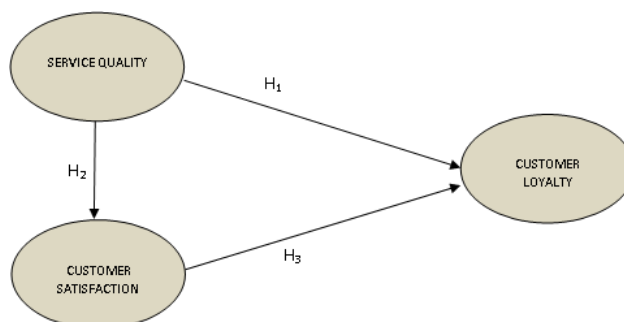


Figure 1: Research Concept Framework Service Quality, Customer Satisfaction, and Customer Loyalty

Referring to the research concept framework, the research hypothesis is as follows:

Hypothesis 1: Service quality has a positive and significant effect on customer loyalty

Hypothesis 2: Service quality has a positive and significant effect on customer satisfaction

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

III. Research Method

3.1. Research Site

The location of the research was carried out at an international shipping service company, namely PT. Prathama Line Logistics in Denpasar City, Bali Province, Indonesia. This company is engaged in the delivery of goods by land (inland), by sea freight and by air freight and provides services such as packing and processing documents related to shipping goods both nationally and internationally.

3.2. Population and Sample Research

The population of this study includes all customers who are recorded in the customer record book. Based on existing records, the number of customers both domestic and foreign customers totaled 205 customers. The size of the research sample is determined based on the Slovin formula as follows (Wijaya T., 2013:29).

$$\begin{aligned} n &= N/1+Ne^2 \\ &= 205/\{1+(205 \times 0,052)\} \\ &= 205/1,5125 \\ &= 135,5372 \text{ (rounded to 136)} \end{aligned}$$

So the number of samples in this study amounted to 136 respondents where the respondent determination technique was carried out by stratified random sampling technique (Sumarsono, 2004:55), namely the determination of respondents randomly based on the customer's country of origin.

3.3. Data Analysis

Inferential analysis is used to analyze the relationship between variables that support this research, including service quality, customer satisfaction, and customer loyalty. In analyzing the effect of exogenous and endogenous variables in this study, the Partial Least Square method was used. The research questionnaire was processed using the Partial Least Square (PLS) method with the SmartPLS 2.0 program.

IV. Result And Discussion

4.1. Results of Data Analysis

1. Evaluation of the Measurement Model (Outer Model)

Convergent validity is done to check the validity of the indicators that make up each latent variable. This validity check is done by looking at the outer loading coefficient of each indicator. An indicator of a variable will be said to be valid if it has an outer loading coefficient greater than 0.50 and has a t-statistic value above 1.96. Based on the results of the outer loading examination for each item in the indicator, it shows that the items of each indicator have an outer loading coefficient above 0.50 with a t-statistic value greater than 1.96, so it can be said that all items are valid.

Discriminant validity is another way to measure the validity of an indicator in a variable, done by comparing the square root average roof of variance extracted (\sqrt{AVE}) coefficient of each latent variable with the correlation coefficient between other latent variables in the model. If the square root average roof of variance extracted (\sqrt{AVE}) coefficient is greater than the correlation coefficient between variables in the model, then the indicators in that variable have good discriminant validity. The recommended AVE value is greater than 0.50. Based on the results of the discriminant validity calculation, it shows that the AVE is above 0.50 and the square root average roof of variance extracted (\sqrt{AVE}) coefficient of each variable is greater than the correlation

coefficient between variables in the model, it can be said that the indicators in these variables have good discriminant validity.

Composite reliability and Cronbach Alpha are measurement of the reliability between the indicator blocks of the variables that make it up. The results of composite reliability and Cronbach Alpha are declared good, if they have a value greater than 0.70. Based on the results of the calculation of composite reliability and Cronbach Alpha, it shows that the coefficient of composite reliability has a value ranging from 0.8699 to 0.9667, so based on the provisions of composite reliability, the indicators that make up the research variables are reliable. The Cronbach Alpha coefficient shows a value ranging from 0.7761 - 0.9638, so based on the provisions of Cronbach Alpha, the indicators that make up the research variables are reliable.

2. Evaluation of the Structural Model (Inner Model)

Q Square Predictive Relevance (Q²) is to measure how well the observations generated by the model. Q Square Predictive Relevance (Q²) has a range of values ranging from 0 (zero) to 1 (one). The closer the value to 1, it means that the model has better observations. Q Square Predictive Relevance is calculated by the formula:

$$Q^2 = 1 - \{(1-Ry1^2)(1-Ry2^2)...(1-Ryn^2)\}$$

$$= 1 - [(1-0,8183)(1-0,6937)(1-0,3729)(1-0,8465)(1-0,6723)(1-0,5168)(1-0,8109)(1-0,8109)(1-0,6571)(1-0,7362)(1-8131)(1-0,8281)(1-0,6613)(1-0,6625)(1-0,7387)]$$

$$= 0,9999$$

The results of the calculation of Q Square Predictive Relevance (Q²) show a value of 0.9999, which means the model shows a very good observation, where 99.99% of the relationship between variables can be explained by the model, while the rest (0.001%) are other factors that are not included in the research model.

Goodness of Fit (GoF) is used to validate the overall model, because it is a single measure of the measurement model (outer model) and structural model measurement (inner model). The Goodness of Fit (GoF) value has a range between 0 to 1. The formula used to determine the value of Goodness of Fit is as follows:

$$GoF = \sqrt{(com \times R^2)}$$

$$= \sqrt{\{(0,7532 + 0,7776 + 0,5103 + 0,6728 + 0,7169 + 0,6003 + 0,7806 + 0,7899 + 0,7203 + 0,8294 + 0,6949 + 0,6992 + 0,6905 + 0,5487 + 0,6552 + 0,8096)/16\} \times \{(0,8183 + 0,6937 + 0,3729 + 0,8465 + 0,6723 + 0,5168 + 0,8109 + 0,8109 + 0,6571 + 0,7362 + 0,8131 + 0,8281 + 0,6613 + 0,6625 + 0,7387)/15\}}$$

$$= \sqrt{\{(0,703088)(0,709287)\}}$$

$$= 0,70618$$

The results of the Goodness of Fit (GoF) calculation show a value of 0.70618, so that based on the criteria regarding the GoF value according to Latan and Ghazali (2013: 86), among others; 0.35 (small GoF), 0.50 (moderate GoF), and 0.61 (large GoF), then the model is categorized as large.

3. Hypothesis testing

Testing the direct relationship between variables in the model can be known through the path coefficient of each relationship between variables, at a significant level based on t-statistics, explained in Table 1.

Table 1. Path Coefficient

Relationship between Standard Error T Statistics indicators	Original Sample		Sample Mean	Standard Deviation
	[O] [O/STERR]	[M] [M/STERR]	[STDEV]	[STERR]
CUSSAT -> IMAGE	0,8199 18,8617	0,8232	0,0435	0,0435
CUSSAT -> LOYALTY	0,6664 9,5642	0,6686	0,0697	0,0697
CUSSAT -> OVSAT	0,9005 44,4458	0,9025	0,0203	0,0203
CUSSAT -> PRICE	0,8106 20,7818	0,8133	0,0390	0,0390
CUSSAT -> SERVICE	0,8132 19,1713	0,8168	0,0424	0,0424

LOYALTY -> CB		0,8329	0,8374	0,0452	0,0452
		18,4262			
LOYALTY -> PI	0,9125	0,9141	0,0181	0,0181	50,4643
LOYALTY -> PS		0,8580	0,8560	0,0317	0,0317
		27,0957			
LOYALTY -> WMC		0,8595	0,8614	0,0269	0,0269
		31,9719			
SERVQUAL -> ASSURANCE		0,9046	0,9067	0,0218	0,0218
		41,5112			
SERVQUAL -> CUSSAT		0,6106	0,6061	0,0824	0,0824
		7,4139			
SERVQUAL -> EMPHATY		0,9201	0,9207	0,0206	0,0206
		44,6412			
SERVQUAL -> LOYALTY		0,0813	0,0785	0,0814	0,0814
		0,9981			
SERVQUAL -> RELIABILITY		0,9017	0,9027	0,0237	0,0237
		38,1231			
SERVQUAL -> RESPONSIVENESS		0,9100	0,9109	0,0194	0,0194
		46,9153			
SERVQUAL -> TANGIBLE		0,8140	0,8137	0,0405	0,0405
		20,0945			

Source: Data processed

Table 1 provides information that service quality shows a non-significant effect on Loyalty where the path coefficient shown is 0.0813 with a T-statistic of 0.9981 < 1.96. The results of this test indicate that Hypothesis 1 (H1) which states that service quality has a positive and significant effect on customer loyalty is rejected. Service quality has an insignificant effect on customer loyalty, an increase in service quality provides a non-significant increase in customer loyalty.

Service quality shows a positive and significant influence on customer satisfaction. These results are shown in table 1, where the path coefficient shown is 0.6106 with a T-statistic of 7.4139 > 1.96. This test shows that Hypothesis 2 (H2) which states that service quality has a positive and significant effect on customer satisfaction can be accepted. Significant improvement in service quality will increase customer satisfaction.

Customer satisfaction shows a positive and significant effect on customer loyalty, where the path coefficient shows 0.6664 with T-statistic 9.5642 > 1.96. The results of this test indicate Hypothesis 3 (H3) which states that customer satisfaction has a positive and significant effect on customer loyalty and can be accepted. The results of this test provide an indication that increasing customer satisfaction can increase customer loyalty.

Testing the role of customer satisfaction as a mediator of the effect of service quality on customer loyalty, was carried out by comparing the direct effect of service quality on customer loyalty with the indirect effect of service quality variables on customer loyalty through customer satisfaction. From this test, it can be seen that customer satisfaction acts as a full mediation. This can also be shown through a mathematical calculation as follows:

Direct effect: Service quality → customer loyalty= 0,0813

Indirect effect: Service quality → customer satisfaction → customer loyalty: 0,6106 x 0,6664 = 0,4069

From the mathematical calculations above, it can be stated that the direct effect is 0.0813 < the indirect effect is 0.4069, so customer satisfaction can be said to be a mediator of service quality on customer loyalty.

4.2 Discussion

1. The direct effect of service quality on customer loyalty

The test results regarding the direct effect of service quality on customer loyalty indicate that service quality has a positive and insignificant effect on customer loyalty. The results of this study indicate that increasing service quality does not have an impact on increasing customer loyalty significantly. The results of this study are not in line with the opinion expressed by Tjiptono and Candra (2011:172-173) which states that superior product/service quality will provide great benefits for the company, including increasing customer loyalty. This cannot be proven in research conducted in companies engaged in goods delivery services, namely at PT. Prathama Line Logistics.

2. The direct influence of service quality on customer satisfaction

Tests on the direct effect of service quality on customer satisfaction, show that service quality has a positive and significant effect on customer satisfaction. This result means that the increasing service quality will have an impact on increasing customer satisfaction. The results of this study are in line with the opinion of Lupiyoadi (2006: 168), which states that one way to increase customer satisfaction is to provide quality products/services. The same thing is also said by Sinta (2011:11), that customer satisfaction is closely related to quality. Abdullah and Tantri (2012:43), Supranto (2011:1-2), Tjiptono (2012:153), also give the same opinion, where good quality goods/services will be able to create customer satisfaction. This opinion is also supported by several research results, including Hermawan (2011), Saidani and Arifin (2012), Jajae and Ahmad (2012), Rahman et al (2012), Sutisno and Sumarno (2005), which found that there was a positive and significant relationship between service quality and customer satisfaction.

3. The direct influence of customer satisfaction on customer loyalty

Tests on the effect of customer satisfaction on customer loyalty show that customer satisfaction has a positive and significant effect on customer loyalty. The results of this test indicate that an increase in customer satisfaction significantly increases customer loyalty. The results of this study are in line with what was said by Wijaya (2011: 2), that the satisfaction felt by consumers will be able to bring about harmony between customers and the company, and this will be able to encourage consumers to make purchases again. The same opinion was also expressed by Zikmund and Babin (2011:17), it is said that satisfied customers will return to make purchases, and provide positive recommendations by word of mouth. Tjiptono (2012:153) also says that customer satisfaction can create loyalty to the company. This opinion is also supported by Kotler and Armstrong (2008: 8), that satisfied customers will make repeat purchases at the same time will become "customer reporters", who tell others about their good experiences. In line with the above opinion, Lovelock and Wright (2007:104) say that higher satisfaction will result in higher customer loyalty. According to Heskett (Jafar, 2009:63), that customer loyalty is influenced by customer satisfaction.

4. Indirect effect of service quality on customer loyalty through customer satisfaction

The test results regarding the direct effect of service quality on customer loyalty, as described above, are not significant. But significantly service quality has a positive effect on customer satisfaction and customer satisfaction has a positive and significant effect on customer loyalty. This means that service quality is not able to work alone in creating customer loyalty, but must go through customer satisfaction. Satisfying customers without providing good service quality is certainly not able to create good customer satisfaction, because better satisfaction is driven by product quality and good service quality. This is in line with the opinion of Tjiptono (2012: 153), which says that quality if managed properly will contribute positively to the realization of customer satisfaction, then customer satisfaction will create customer loyalty.

V. Conclusions

Based on the results of this study, it can be concluded that customer loyalty at PT. Prathama Line Logistics can be explained by service quality and customer satisfaction, although empirically service quality has a non-significant influence on customer loyalty, so it can be said that the most influential variable on customer loyalty at PT. Prathama Line Logistics is customer satisfaction. Related to service quality, in research conducted at PT. Prathama Line Logistics, shows that service quality has a significant effect on customer satisfaction. The results of this study mean that increasing service quality at PT. Prathama Line Logistics can provide a significant increase in customer satisfaction. With regard to customer satisfaction, in the research conducted by PT. Prathama Line Logistics shows that customer satisfaction has a positive and significant influence on customer loyalty. The results of this study indicate that the increasing customer satisfaction will encourage increased customer loyalty to the company. The results of this study indicate that in order to increase customer loyalty to the company, it is important for companies to increase customer satisfaction. Meanwhile, to increase customer satisfaction it is also important to improve quality in service.

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