
The Influence Of Service Quality And Customer Satisfaction On Consumer Loyalty At Mondo Gelato Semarang

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Abstract . This study was conducted to analyze the effect of service quality and consumer satisfaction in Mondo Gelato Semarang and its impact on consumer loyalty in Mondo Gelato Semarang. This study uses convenience sampling with 105 respondents Mondo Gelato Semarang consumers who have made purchases more than 2 times. The analysis method used in this study is multiple linear regression analysis to determine the intervening variables. The findings of this study showed that the quality of Service and consumer satisfaction significantly affected consumer loyalty by 0.813. The variable quality of Service significantly affects consumer loyalty of 0.237, and the variable consumer satisfaction significantly of 0.576.

Keywords: service quality, customer satisfaction and customer loyalty

INTRODUCTION

In the modern era, many culinary places have emerged such as restaurants, food courts, cafes and street food stalls. However, if we observe that in the current era, quite a few culinary lovers or what are usually called "foodies" choose culinary places with trends and Instagrammable building interiors, prioritizing the level of comfort so that they are suitable for relaxing with family or friends. We need to know that foodies was taken from unofficial English when Paul Levy, Ann Barr and Mat Sloan used it in their book entitled The Official Manual for Foodies, and has been used from 1980 until now. The unique, varied and affordable menu is one of the attractions for visitors, especially students at this time. Central Java has 3 big cities, one of which is Semarang. Semarang is a city with quite a lot of tourist and culinary attractions. "Many tourists come to Semarang City. "This can be detected through hotel occupancy which is starting to creep up and is gradually recovering," said the Head of the Semarang City Culture and Tourism Service (Disbudpar), Indriyasari, Saturday (26/12) to Jawa Pos Radar Semarang.

Being in Semarang we can find various cafes with unique concepts and interiors, choosing strategic locations also increasingly supports the number of customers who stop by. It is not uncommon for us to find many eating places that are busy and packed with buyers, and many are even willing to queue just to buy a product at that eating place. Currently, students prefer cafes as a place to relax and chat with colleagues, do assignments, refresh or even just enjoy the various menus at the place. This invites the interest of entrepreneurs to set up cafes

with interesting concepts, because this place is currently in demand by coffee lovers and students.

One of the gelato cafes in Semarang with a unique, attractive and comfortable interior is Mondo Gelato Semarang, which is located on Jalan Singosari Raya No. 9 Wonodri Village, South Semarang District, Semarang City. Mondo Gelato serves 38 unique Gelato flavors combining authentic flavors and local flavors. This is one of the reasons consumers such as students, families and workers always return to Mondo Gelato. Employees at this gelato cafe also always improve their performance in order to fulfill and support consumer loyalty by providing good service.

Loyalty can be interpreted as a form of consumer trust and loyalty towards a company. According to Tjiptono (2004) consumer loyalty is a positive commitment given by customers to a brand, shop or purchasing supplier in the long term. To maintain consumer trust in Mondo Gelato, employees need to pay attention and improve their performance when serving consumers. There are many factors that can be done to continue to increase the number of consumers and increase consumer loyalty for Mondo Gelato so that it can compete with most cafes in Semarang, one of which is by improving the quality of service that can be felt directly by consumers.

According to Tse and Wilton (1988) in Tjiptono (2012) customer satisfaction is the consumer's response before a purchase and service to a perception evaluation. Meanwhile, according to (Fauzi, MR, & Mandala, K, 2019) Consumer satisfaction is a description of the feelings created by consumers regarding a product that matches what the customer has dreamed of, with this the opportunity to switch to another product or company will be reduced. On the other hand, according to Tjiptono (2012), consumer satisfaction is a situation that is demonstrated and occurs when consumers realize that their needs and desires for the product are being met properly. So consumer satisfaction is something that needs to be paid attention to at Mondo Gelato, because if you are negligent it will damage consumer trust.

Regarding consumer satisfaction, it cannot be denied that some consumers will give bad reviews. Some of the consumer complaints include the performance of employees who seem less professional in carrying out their duties, such as being less friendly in serving consumers. This of course has a very bad impact on the company's image, so it can reduce the level of trust in Mondo Gelato Semarang. With these complaints, of course they must be resolved immediately to maintain consumer loyalty and a good image at Mondo Gelato Semarang.

Based on the description above and with several complaints from consumers, of course Mondo Gelato Semarang will increase and also maintain the level of consumer satisfaction in

order to increase consumer loyalty at Mondo Gelato Semarang. Therefore, it is interesting to find out how much influence service quality and consumer satisfaction have on consumer loyalty at Mondo Gelato Semarang.

Cafe

Restaurants are an industry that is closely related to tourism and the food and beverage industry which will always be in demand because it is a basic need for humans. Restaurants have various types and services, one of which is Cafe. Minister of Culture and Tourism Regulation No. PM.87/HK. 501/MKP 2010 which examines procedures for registration of food and beverage service businesses provides an explanation that a cafe is an allocation of snacks and drinks that has complete equipment for processing, storing and serving products in a permanent place.

Service quality

According to Kotler in Hendro and Syamswana (2017), the definition of service is an offer by one party to another party which is generally intangible and does not result in any ownership in the form of actions or activities. Meanwhile, according to Nina Rahmayanty (2013) excellent service is service with quality characteristics (*quality nice*). The characteristics of good service quality include several factors such as convenience, accuracy, speed, reliability or skill, and the empathy given by service staff to deliver and provide impressive service to customers so that it can be immediately felt by customers at that very moment.

According to Parasuraman, Zeithaml, and Berry in Fahtira Virdha (2020) service quality has several indicators which are arranged in order of relative importance as follows:

- a. Reliability
- b. Responsiveness (Responsiveness)
- c. Guarantee (Assurance)
- d. Empathy (Empathy)
- e. Physical Evidence (Tangibles)

Consumer Satisfaction

Satisfaction is a feeling of joy, desire or disappointment that arises from comparing the opinions or impressions obtained regarding the performance (results) of a product and its various objectives according to Kotler P., A Generic Concept of Marketing (1998). Consumer satisfaction is one of the foundations for being able to carry out total quality management efforts.

According to Rezki Febriani (2017), there are dimensions of consumer satisfaction, namely as follows:

1. Appearance
2. Interest in using the product
3. Recommend to use the product
4. Confidence

Consumer Loyalty

Consumer loyalty in the context of services marketing is stated by Berry in Tjiptono (2007) as a response that is closely related to pledges or promises to uphold commitments based on sustainable relationships, and is generally reflected in ongoing purchases from the same service provider on the basis of devotion or pragmatic constraints.

The following are the dimensions of consumer loyalty:

- a) Make repeat purchases on a regular basis
- b) Buy between types of products and services
- c) Referring to others
- d) Shows immunity to other competitors

METHOD

In this research, the author uses the convenience sampling method which will be taken from the consumer population at Mondo Gelato Semarang and totaling 105 respondents, with age criteria ranging from 12-60 years. This technique is a step in determining samples based on convenience alone, being comfortable, easy to work with and carried out freely to choose according to one's own wishes.

The data collection techniques used in this research include observation, documentation and questionnaires. Observations were expressed by Arikunto (2010), that in using the observation method there is an effective way, namely with an observation format or blank as an instrument. In this research the author conducted research at Mondo Gelato Semarang.

The questionnaire instrument consists of three variables, namely (X1), namely Service Quality consisting of 5 dimensions and 14 statement items in the questionnaire which will be filled in by Mondo Gelato consumers according to their current situation. Variable (X2) Consumer Satisfaction consists of 4 dimensions and 7 statement items which are filled in by Mondo Gelato consumers according to their current situation. Variable (Y) Consumer Loyalty

The type of research carried out was a quantitative approach with a regression research design which was carried out from February 2022 to June 2022 at Mondo Gelato Semarang. The analysis technique uses Multiple Linear Regression Analysis and model testing is carried out using the Anova test (F test) and the coefficient of determination test (R²).

RESULTS AND DISCUSSION

$$Y = -3.168 + 0.071X_1 + 0.320X_2$$

From this equation it can be explained that:

1. The regression coefficient for the Service Quality variable (X_1) is 0.071. This shows that the Service Quality variable influences Consumer Loyalty. The higher the Service Quality score, the more it will influence the value of consumer loyalty in the company.
2. The regression coefficient for the Consumer Satisfaction variable (X_2) is 0.320. This shows that the Consumer Satisfaction variable has a very positive influence on consumer loyalty. The higher the customer satisfaction value, the higher the customer loyalty value in the company.

Based on the analysis above, it can be seen that the Consumer Satisfaction variable has the most dominant and significant influence compared to Service Quality. This can also be seen from the respondents' responses to the Consumer Satisfaction variable which shows that the dominant respondents agree more with statements about Consumer Satisfaction.

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769a	.592	.584	1.36311

a. Predictors: (Constant), Consumer satisfaction, Service quality

b. Dependent Variable: Consumer loyalty

Source: Primary data processed with SPSS version 26

The adjusted R Square value is 0.584, which means that Service Quality (X_1) and Consumer Satisfaction (X_2), together are able to influence the Consumer Loyalty (Y) variable by 58.4% while the remaining 41.6% is influenced by other variables that are not researched in research.

ANOVA b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	274,535	2	137,267	73,877	,000a
	Residual	189,522	102	1,858		
	Total	464,057	104			

From the results of multiple linear regression analysis, the calculated $F = 73.877$ is obtained and the F table value ($\alpha = 0.05$, numerator $df = k = 2$, denominator $df = n - k - 1 = 105 - 2 - 1 = 104$) is 1.858. So F count (73.877) > F table (1.858) with a significance level of $0.000 < 0.05$, which means there is a positive and significant influence between Service Quality and Consumer Satisfaction on Consumer Loyalty. So the variables studied are acceptable.

CONCLUSION

Based on the results of the analysis of the variables Service Quality, Consumer Satisfaction and Consumer Loyalty, the case study at Mondo Gelato Semarang can be concluded as follows. It is proven that:

- a. The service quality variable has a positive and significant effect on consumer loyalty at Mondo Gelato Semarang. This is shown by the calculated t value of $2,505 > 1.659$ from the t table, with a significance level of $0.14 < 0.05$ and with a regression coefficient value of 0.071. So the first hypothesis can be accepted.
- b. The consumer satisfaction variable has a positive and significant effect on Mondo Gelato Semarang consumer loyalty. This is shown by the calculated t value of $6.088 > 1.659$ from the t table, with a significance level of $0.000 < 0.05$ and a regression coefficient value of 0.320. So the second hypothesis can be accepted.
- c. The influence of the variables Service Quality and Consumer Satisfaction on consumer loyalty is that both have a positive effect and are interrelated, because the impact of consumer satisfaction has a significant influence on consumer loyalty and will have a positive impact on the Mondo Gelato Semarang company. So the third hypothesis can be accepted.
- d. The variable that has the most influence on consumer loyalty is consumer satisfaction which is able to create loyalty from each consumer. Consumer satisfaction has an important role in maintaining and increasing consumer loyalty. If service quality continues to improve, it will produce positive results. So that the variables of Service Quality and Consumer Satisfaction that play a role and are related to each other will have a good effect on consumer loyalty. So the fourth hypothesis can be accepted.

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