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THE EFFECT OF SERVICE QUALITY ON CUSTOMER LOYALTY IN USING THE GO-FOOD APPLICATION (STUDY ON STUDENTS OF NORTH SUMATRA STATE ISLAMIC UNIVERSITY)

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ABSTRACT

Abstrak: Penelitian ini bertujuan untuk mengetahui dampak kualitas layanan terhadap loyalitas pelanggan di kalangan pengguna aplikasi Go-Food. Dengan menggunakan pendekatan penelitian kuantitatif, data dikumpulkan melalui kuesioner yang disebarkan kepada 30 responden yang merupakan pengguna aktif aplikasi tersebut. Analisis dilakukan dengan menggunakan Structural Equation Modeling (SEM) untuk menilai hubungan antar variabel. Hasil penelitian mengungkapkan bahwa kualitas layanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, yang mengindikasikan bahwa kualitas layanan yang lebih tinggi mengarah pada peningkatan loyalitas pelanggan terhadap aplikasi Go-Food. Penelitian ini menyoroti peran penting dari kualitas layanan dalam meningkatkan kepuasan dan loyalitas pelanggan, menunjukkan bahwa perusahaan harus memprioritaskan peningkatan layanan mereka untuk mempertahankan keunggulan kompetitif dalam industri pesan-antar makanan. Penelitian ini juga merekomendasikan penelitian lebih lanjut untuk mengeksplorasi faktor-faktor lain yang mempengaruhi loyalitas pelanggan, seperti kepuasan pelanggan dan citra merek.

Kata Kunci: *Kualitas Layanan; Loyalitas Pelanggan; Aplikasi Go-Food; Kepuasan Pengguna; Penelitian Kuantitatif; Structural Equation Modeling (SEM).*

Abstract: *This study aims to investigate the impact of service quality on customer loyalty among users of the Go-Food application. Utilizing a quantitative research approach, data were collected through questionnaires distributed to 30 respondents who are active users of the application. The analysis was conducted using Structural Equation Modeling (SEM) to assess the relationships between the variables. The findings reveal that service quality has a positive and significant effect on customer loyalty, indicating that higher service quality leads to increased customer loyalty towards the Go-Food application. This research highlights the critical role of service quality in enhancing customer satisfaction and loyalty, suggesting that companies should prioritize improving their service delivery to maintain a competitive edge in the food delivery industry. The study also recommends further research to explore additional factors influencing customer loyalty, such as customer satisfaction and brand image.*

Keywords: *Service Quality, Customer Loyalty, Go-Food Application, User Satisfaction, Quantitative Research, Structural Equation Modeling (SEM).*

A. INTRODUCTION

The current era is developing at an increasingly rapid pace. In the era of Industry 4.0, particularly in the field of technology, significant advancements have been made. Business, indirectly, also follows the progression of the times. Technology is not only a business complement but also a key factor for business growth and competitiveness. The influence of internet development has changed consumer behavior patterns, which were previously focused on offline buying and selling of products, and have now shifted to online sales and purchases. This applies not only to products but also to services. One example is the company Gojek, which has now become a startup in the transportation sector.

With the advancement of technology and the availability of online transportation services, consumer behavior has also changed, especially in marketing. Consumers, who initially focused on products sold offline, are now directing their attention to products sold online, including food. The convenience of online ordering and food delivery services has greatly benefited society. These services spare consumers from the discomfort of hot weather and traffic, making food delivery increasingly popular in big cities.

PT. Go-Jek Indonesia is one of the companies engaged in online transportation. Along with technological advancements, Gojek has continuously improved its services. Besides Go-Ride (passenger transport using motorcycles), it also offers Go-Car (passenger transport using cars), Go-Food (food courier services), Go-Send (parcel delivery services), Go-Mart (shopping services at merchants of consumer choice), Go-Box (large-scale goods delivery services), Go-Clean (home cleaning services), Go-Tix (movie ticket booking services, among others), and many more services offered by Gojek. Since Gojek's emergence in Indonesia, many other transportation startups have also developed, creating rivalry between Gojek, Grab, and Uber. This competition poses challenges for Gojek to continuously compete and improve its performance, especially as Grab has expanded its marketing after the acquisition. To improve and maintain its business, one of the key aspects to consider is maintaining and increasing customer loyalty.

Customer loyalty is crucial for a company because loyal customers provide a greater source of revenue. Losing loyal customers would be disruptive for the company (Taris & Purwanto, 2022). Loyalty is a behavior demonstrated by customers who make repeat purchases and continue to subscribe to a product or service. Additionally, when developing a marketing strategy, business owners must consider various factors to keep customers loyal to their products or services. Service quality is one consideration that can be used to face business competition in today's era. Consumers are the only ones who can assess the quality of service. They do so by comparing the service they receive (perception) with the service they expect (expectation). If consumers are highly satisfied with the service provided by a company, they are likely to return for repeat purchases. In other words, companies that can satisfy consumers will have loyal customers.

B. LITERATURE REVIEW

1. Service Quality

Service quality which includes the service sector is always identified with the quality of the business itself (Yulianto, 2010). The better and more satisfying the level of service, the more quality the business will be and vice versa

(Familiar & Maftukhah, 2015). Service quality can be realized through the fulfillment of customer needs and desires and the accuracy of their delivery to balance customer expectations. Service quality is the overall characteristic of a product or service with its ability to meet the wants and needs of customers that are explained or not explained (Kotler & Keller, 2016). Goeth & Davis (2010) in Nugraha (2020) defines service quality as a dynamic condition related to service products, people, processes and the environment that can meet and or exceed consumer expectations. Service quality is all forms of activities carried out by the company to meet consumer expectations. Service in this case is a service or service delivered by a service provider in the form of convenience, speed, ability, and accuracy in providing services for customer satisfaction. Service quality is also a factor that affects customer loyalty because customers who are satisfied with their personal values and experience a positive mood towards service will have high loyalty to the company. Customers are often disloyal due to poor service or service quality that has decreased from what customers expect. This is supported by the statement of Lupiyoadi and Hamdani (2011), which states that service quality affects customer loyalty, where good service has a greater impact on customer loyalty (Nugraha, 2020). Parasuraman, Zeithmail, and Berry (1988) in Tjiptono and Chandra (2016), project a service quality model and divide it into five dimensions / indicators, namely: Tangible (physical evidence), Reliability (reliability), Responsiveness (responsiveness), Assurance (guarantee), and Empathy (empathy) (Yulian et al, 2022). Although service/service is an intangible item, service can be assessed based on one's experience and reasoning. Service quality can affect consumer loyalty because of the interaction between consumers and the company. In accordance with the concept of customer loyalty, that customer loyalty can be achieved if the performance or perceived results are in accordance with consumer expectations. Good service quality can be a competitive advantage for service companies.

2. Customer Loyalty

Customer loyalty has an important role in a company, keeping them means improving performance and maintaining company survival. This is the main reason for a company to attract and retain them (Yulian et all, 2022). Loyalty is a behavior shown by customers to repurchase and stay subscribed to a product/service offered. In addition, in developing a marketing strategy, business owners need to consider various things so that customers remain loyal to their products/services (Irmawati & Febrianto, 2022). According to Kotler and Keller (2009), loyalty / loyalty is a firmly held commitment to buy again or subscribe again to certain products or services in the future despite the influence of situations and marketing efforts that have the potential to cause behavioral switching. Thus, if a customer has bought the same product two or three times, it has automatically been included as a loyal customer (Wibowo, 2024). Loyalty is a psychological condition related to attitudes towards products, consumers will form beliefs, determine likes and dislikes, and decide whether

they want to buy products (Hasan, 2014). Loyalty describes the expected behavior regarding products and services. Consumer loyalty will be high if a product is considered capable of providing the highest satisfaction so that customers are reluctant to switch to another brand (Husodho, 2015). With a high level of customer loyalty, consumers will make continuous purchases and have a beneficial impact on the company (Nugraha, 2020). Griffin (2005) states that someone who is a loyal customer will show purchasing behavior which is defined as a regular customer who uses products continuously over time. So it is necessary for the quality of the company to keep customers loyal to keep them means improving performance and maintaining the survival of the company. This is the main reason for a company to attract and retain them. Griffin (2005) in Yulian et all (2022), projects indicators on customer loyalty, namely: Make regular purchases, Buy between product lines of products and services, Recommend products to others (refers others), and Show immunity to competitor attraction. A number of researchers make points with the aim of measuring service quality to obtain information to increase customer loyalty and develop overall financial performance.

C. METHOD

The research method in this study uses a quantitative approach. The following are details of the research methods used:

1. Research Approach: This research applies a quantitative approach, which is based on concrete data and applied in research on samples and populations. The data collected are numbers that can be analyzed statistically for the purpose of testing hypotheses.
2. Data Collection: Data is collected through surveys or questionnaires designed to measure service quality and customer loyalty among Go-Food application users.
3. Data Analysis: The collected data were analyzed using statistical techniques to test the established hypotheses, including testing the relationship between service quality variables and customer loyalty.

D. RESULTS & DISCUSSION

The results showed that service quality has a positive and significant influence on customer loyalty of Go-Food application users. Data analysis using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method revealed that the path coefficient value for service quality is 0.494, with a T-statistics value of 4.294, which is greater than the T-table (1.688). In addition, the P-values obtained are 0.000, which indicates that the relationship between service quality and customer loyalty is significant ($p < 0.05$).

These findings are in line with previous research which also found that service quality contributes significantly to customer loyalty. This study confirms that the higher the quality of service provided, the more likely customers are to remain loyal to using the Go-Food application. Thus, companies are expected to continue to improve service quality in order to increase customer satisfaction and loyalty. These results provide important insights for Go-Food management in formulating strategies to retain

customers and improve user experience, which in turn can contribute to the long-term success of the app.

Discussing the effect of service quality on customer loyalty in the context of the Go-Food app opens up many interesting perspectives that can be explored further. First, it is important to understand that service quality includes not only technical aspects, such as delivery speed and order accuracy, but also emotional dimensions related to the customer experience. For example, how customers interact with customer service can influence their perception of service quality. Research shows that empathy and responsiveness from service providers can increase customer satisfaction, which in turn strengthens loyalty. In the context of Go-Food, how drivers and customer service interact with users can be a determining factor in building long-term relationships. Furthermore, the discussion could involve comparing the quality of service at Go-Food with its competitors. In a highly competitive industry like food delivery, customers have many choices. Therefore, superior service quality is key to differentiating oneself from competitors. This research shows that customers who are satisfied with the service quality are likely to recommend the app to others, creating a positive network effect. In addition, it is important to consider external factors that can influence customer loyalty, such as promotion and price. Although service quality is a major factor, attractive promotions and competitive pricing can also attract new customers and retain existing ones. Therefore, a holistic marketing strategy that combines service quality with other elements such as promotion and price will be more effective in building customer loyalty. Finally, this discussion may lead to practical implications for Go-Food management. The company should invest in employee training to improve customer service skills and ensure that all operational aspects support a positive customer experience. In addition, periodic collection of feedback from customers can help the company to continuously adapt and improve service quality according to customer expectations. As such, this discussion not only highlights the importance of service quality in building customer loyalty, but also invites us to look further into the complex dynamics that influence the relationship between customers and service providers in this ever-evolving industry.

E. CONCLUSION

The results of the study entitled “the effect of customer loyalty service quality on use of the go-food application (case study of UINSU students)” above can be drawn conclusion as follows. Service quality is proven that it directly affects positively and significantly on customer loyalty. This means that the higher the quality of service provided will result in higher customer loyalty. This shows that if the quality of service provided is good and increases, users will have a good sense of loyalty to the application to always use it. users will increasingly have a good sense of loyalty to the application to always use it.

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