
The Effect of Perceived Retail Service Quality, Emotional Value, and Image on Customer Loyalty at Public Gas Stations (SPBU) In Banda Aceh City: Customer Satisfaction as an Intervening Variable

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Abstract

This study aims to test the effect of Perceived Retail Service Quality (SQ), Emotional Value, and image on customer loyalty at public gas stations (SPBU) in Banda Aceh, with customer satisfaction as an intervening variable. The researcher used a simple random sampling technique and determined the number of representative samples by using the formula for the number of indicators multiplied by 10 so that a sample of 250 people was obtained. Data were collected by distributing questionnaires. The research model was analyzed using SEM-AMOS. The results prove that Perceived Retail SQ affects Satisfaction, Emotional Value affects Satisfaction, Image affects Satisfaction, Perceived Retail SQ affects Loyalty, Emotional Value affects Loyalty, Image affects Loyalty, Satisfaction affects Loyalty, Satisfaction partially mediates the Perceived Retail SQ effect on Loyalty, Satisfaction partially mediates the Emotional Value effect on Loyalty, and Satisfaction partially mediates the Image effect on Loyalty. This finding means that the model of increasing Customer Loyalty at the Banda Aceh public gas stations is a function of increasing Perceived Retail SQ, increasing Emotional Value, strengthening image, and increasing customer satisfaction.

Keywords: Perceived Ritel Service Quality, Emotional Value, Image, Customer Loyalty, Customer Satisfaction

1. Introduction

The business of public fueling stations (SPBU), in Indonesia, is a business owned by the private sector in collaboration with the Government as a means to distribute the products produced by Pertamina as a government-owned company. In the process of improving services and facilities as a whole it is not easy, where gas stations must meet the best service standards and provide a guarantee of the good and correct quality and quantity of fuel according to the standardization set by PT. Pertamina (Persero). Among the facilities that must be met by each operating gas station are; toilets, prayer rooms, ATM Gallery, Parking, Air Tires and Radiator Water, LPG Outlets, Supermarkets, Coffee Shops, and Lubricant Outlets. The role of service quality to customers in business activity is also considered very important and affects the satisfaction of purchases made by every customer at the operating gas station.

The process of improving gas station services and facilities in Indonesia as a whole is not easy. Gas stations that have been certified must be able to provide a service that meets the specified standards. Consumers can expect guaranteed quality and quantity of fuel, friendly service, and comfortable facilities to achieve their satisfaction. The facilities owned by certified gas stations are the availability of a more diverse retail non-fuel service such as Bright Store, ATM, LPG Sales, Lubricants, and Nitrogen (Bright Oli Mart or Enduro).

In addition to facilities that are standard availability that must be met by every gas station, the manager is also required to provide each operator with filling fuel in the form of: (1) Pointing at the meter number while saying "start from zero", (2) Offering Pertamina which has better quality than Paltalite and Premium, and offers Dexlite of better quality than Diesel, (3) Fill the vehicle carefully by preventing spills so as not to damage the vehicle, (4) The operator confirms the total price and the amount of money received to the customer, (5) The operator provides a printed receipt to the customer and notify the amount of the return, (6) The operator thanks you for visiting and welcomes you to come back. These standards aim to increase customer loyalty so that customers will return for transactions. Nowadays the level of customer loyalty at gas stations tends to be less good, this is evident from the initial survey that the researchers did. From the results of the initial survey, it is known that the low level of customer loyalty can be seen in the low response of consumers to indicators such as the willingness of consumers to invite other people to make purchases at the gas station, not making a certain gas station the main choice when refueling. , willingness to talk good things about the product from a gas station to other consumers, and reluctance to refuel at the same gas station.

Many factors affect customer loyalty, which includes, Customer Satisfaction. closely related, namely consumer expectations of service quality (Parasuraman, Zeithaml, & Malhotra, 2005). The results of the initial survey that the researchers conducted also found that the level of customer satisfaction at gas stations in Banda Aceh City is still low where from several indicators that indicate the low achievement of customer satisfaction, such as meeting consumer expectations while buying fuel and non-fuel products, recommendations between consumers, quality the services provided are still not optimal, and there is no strong desire to always fill up fuel at the same gas station.

Perceived Retail Service Quality (SQ) is one of the factors that influence customer satisfaction and customer loyalty. Perceived Retail SQ is the ability of a retailer to be able to provide products and services that customers want so that customers do not need to feel satisfied and do not need to move places to be able to meet their needs and desires. In contrast to service quality in general, the retail sector does not focus on customer expectations and expectations but focuses on products, services, and purchasing experiences that occur during the transaction process. Another factor that affects customer satisfaction and customer loyalty is emotional value. Emotional value can be measured by the curiosity or curiosity that exists in consumers. Furthermore, another factor that affects customer satisfaction and customer loyalty is the image.

Studies on Perceived SQ, Emotional Value, Image, Customer Satisfaction, and Customer Loyalty have been conducted by a number of researchers. However, in their studies, in general, they have not placed Customer Satisfaction as an intermediary variable for Customer Loyalty. In general, their research places consumer performance as the dependent variable for Perceived SQ, Emotional Value, and Image. In contrast to a number

of previous researchers, this study attempts to analyze the effect of Perceived SQ, Emotional Value, and Image on Customer Loyalty at gas stations in Banda Aceh City which is mediated by Customer Satisfaction. The study of the relationship between these variables has never been concretely disclosed by the researcher. So that through this study, empirical information can be revealed about the direction and significance of the influence of these three variables in explaining Customer Satisfaction and Customer Loyalty at gas stations in Banda Aceh City which has never been disclosed by researchers. Placement of Customer Satisfaction as an intermediary variable between organizational performance on the one hand, with Perceived SQ, Emotional Value, and Image on the other is part of the novelty of this research.

2. Literature Study

Customer Loyalty

In this study, customer loyalty will often be referred to as loyalty only. According to (Lupiyoadi, 2013) these customer loyalty studies can be categorized into three categories; behavioral approach, attitude approach, and integrated approach. The attitude of consumers to make choices is to create Customer Satisfaction and make repeat purchases (Foster & Cadogan, 2000). (Lam, Lau, & Cheung, 2016) and (Farris, Bendle, Pfeifer, & Reibstein, 2015) describes customer loyalty as a guarantee of short-term and long-term profits for companies. According to (Puspita, Mukhlis, & Sulaiman, 2017) customer loyalty does not only repurchase an item and service but also has customer satisfaction and a positive attitude towards the company's goods or services, for example by recommending other people to buy. (Foster & Cadogan, 2000) mentions that measuring customer loyalty can be done by using indicators in the form of (1) Customers have the willingness to invite other people to make purchases or use the product. (2) Customers make purchases of the products offered. (3) Shows the first choice as measured by the willingness of customers, (4) the willingness of customers to talk about good things about the company's products to other people.

Customer Satisfaction

In this study, customer satisfaction will often be just called satisfaction. (Richard & Vanessa, 2007) developed a theoretical framework called the Expectancy-Disconfirmation Paradigm (EDP). According to this model, customer satisfaction is a post-purchase response that occurs as a result of comparing pre-purchase expectations and perceived performance. (Parasuraman et al., 2005) and (V. A. Zeithaml, Bitner, & Gremler, 2017) argues that customer satisfaction is more exclusively influenced by service quality, product quality, price, situational factors, and human factors. In the servqual model, (Parasuraman et al., 2005) define service quality as a global assessment or attitude regarding the superiority of service, while customer satisfaction is a response to that assessment. (Woodruff, Clemons, Schumann, Gardial, & Burns, 1991) states that measuring customer satisfaction can be done by using indicators in the form of (1) Fulfillment of consumer expectations, (2) Desire to use the product, (3) Recommending to other parties, (4) Quality of service that can meet consumer desires, (5) Loyal to the product or certain services, (6) Good reputation of producers, (7) Location of goods/services products offered to consumers.

Perceived Retail Service Quality

According to (Kotler & Keller, 2018) in retail activity, the transaction process aims to be able to meet the needs of people and households. Retail is a business activity in which there are transactions both goods and services between sellers and buyers where the goods are intended for themselves, their families, and household needs. (Berman, Evans, & Chatterjee, 2018). Along with the development of the retail sector in small cities, the demand for types of goods began to change from what usually has a high level of demand in big cities, now began to decline and shift to small cities. Service quality needs to be considered and maintained properly so that when the interaction process occurs it can have a positive impact both in terms of the level of fulfillment of customer satisfaction to customer views. Service quality needs to be established at this stage due to human nature, especially the customers who are increasingly complex and tend to demand something more. Service Quality talks about how the seller provides more value in interacting and aims to please the seller (Brysland & Curry, 2001). All parties who interact actually need a good service quality aspect because this is considered capable of making a company grow (Buttle, 2004). In the process of forming service quality, several elements are formed and focus on the expectations and expectations of customers. Good service quality can attract customer interest and make customers want to buy the products being sold (V. Zeithaml, Bitner, & Gremler, 2018). It doesn't just stop there, in establishing a good service quality, at least perfect interaction so that customers can reach the stage of giving their trust.

Perceived Retail SQ is the ability of a retailer to be able to provide products and services desired by customers so that customers do not need to feel satisfied and do not need to move places to be able to meet their needs and desires (Meng, Summey, Herndon, & Kwong, 2009). In contrast to service quality in general, the retail sector does not focus on customer expectations and expectations but focuses on products, services, and purchasing experiences that occur during the transaction process (Mehta, Lalwani, & Han, 2000). A good Perceived Retail SQ is where a customer is interested in visiting, feels comfortable, makes a purchase, and gets all the products needed or desired by getting good service and the customer is satisfied and wants to make repeat purchases at the retailer (Dabholkar, Thorpe, & Rentz, 1996). Every Perceived Retail SQ that is well established will definitely have a positive impact on both sellers and buyers. This means that there is always a solution to every problem in the transaction process from beginning to end. (Meng et al., 2009) states that measuring perceived retail service can be done by using indicators in the form of: (1) timely, fast, and responsive service in handling consumer needs, (2) consumers have high discipline in carrying out their duties, (3) give full attention to customers. (4) Consumers are conscientious in their work. (5) Completeness of service facilities

Emotional Value

Basically, emotional value is a response based on an affective attitude that views a process of changing a person's attitude because that attitude arises from simple research or observation based on signals captured by an object (Trijp, Hoyer, & Inman, 1996). According to (Sadat, 2009) emotional value is an emotional touch to the brand they offer, even though

the products that have been marketed so far have only relied on their function. According to (Park, Kim, & Forney, 2006) Emotional value is an effect of mood which is an important factor for consumers in purchasing decisions. Typically, emotions are classified into two orthogonal dimensions, namely positive and negative (Watson & L A Clark, 1988). (Peter & Olson, 2013) states that measuring emotional value can be done by using indicators in the form of (1) consumers feel comfortable, (2) consumers feel safe, (3) consumers feel emotionally close, (4) consumers have a very good experience regarding services, (5) service providers service always be cooperative

Image

According to (Srivastava & Sharma, 2013) Image is knowledge about us and attitudes towards us who belong to different groups. This definition of the image was later updated by Effendy (2016) in that image is the world around us that looks at us. (Soemirat dan Elvinaro Ardianto, 2017) and (Jefkins, Yadin, & Munandar, 2003), interpret the image as a person's or individual's impression of something that appears as a result of his knowledge and experience. (Kotler & Keller, 2018) stated that image is a set of beliefs, ideas, and impressions that a person has of a brand. The brand image includes factors that influence consumer purchasing decisions (Adiwidjaja dan Zeplin, 2017); (Pratama, Azis, dan Leonardo, 2017). (Srivastava & Sharma, 2013) stated that the indicators that can measure the image are as follows: 1. The Company's reputation in the eyes of consumers, 2. The credibility of the company has been recognized, 3. The company's attitude towards service improvement, 4. The attractiveness of the company.

Research Framework and Hypotheses

The authors formulate the research framework and hypotheses as follows.

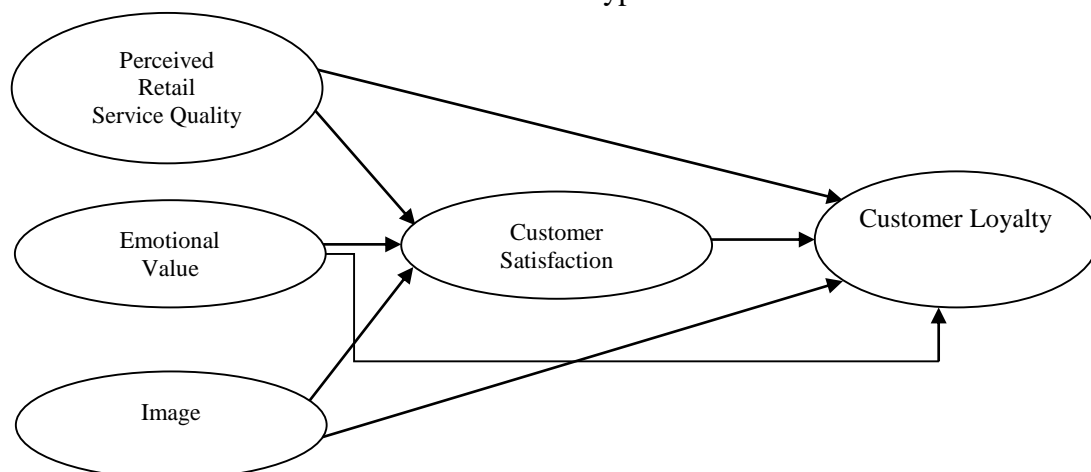


Figure 1. Research Paradigm

- H1: Perceived Retail SQ affects customer satisfaction at public gas stations in Banda Aceh.
 H2: Emotional Value affects Customer Satisfaction at public gas stations in Banda Aceh.
 H3: Image affects customer satisfaction at public gas stations in Banda Aceh.
 H4: Perceived Retail SQ affects customer loyalty at public gas stations in Banda Aceh.
 H5: Emotional Value affects Customer Loyalty at public gas stations in Banda Aceh.

H6: Image affects customer loyalty at public gas stations in Banda Aceh.

H7: Customer Satisfaction Affects Customer Loyalty at public gas stations in Banda Aceh.

H8: Customer Satisfaction mediates the Perceived Retail SQ effect on Customer Loyalty at public gas stations in Banda Aceh.

H9: Customer Satisfaction mediates the Emotional Value effect on Customer Loyalty at public gas stations in Banda Aceh.

H10: Customer Satisfaction mediates the image effect on Customer Loyalty at public gas stations in Banda Aceh.

3. Method

This research was conducted at public gas stations in Banda Aceh City. The objects were independent variables in the form of Perceived Retail SQ (X1), Emotional Value (X2), and Image (X3). Customer Satisfaction was the mediating variable (Y), and Customer Loyalty acted as the dependent variable (Z). The population was all users of fuel oil at gas stations in the city of Banda Aceh. A sample by (Sugiyono, 2017) was part of the population. The sample collection technique used was a simple random sample (Margono, 2014). The minimum sample for this study was = number of indicators x 10, = 25 x 10 = 250 respondents (Ferdinand, 2014). Data was collected by distributing questionnaires. Testing the Hypotheses used SEM-AMOS.

4. Result

Direct Hypothesis

The results of data processing are shown below.

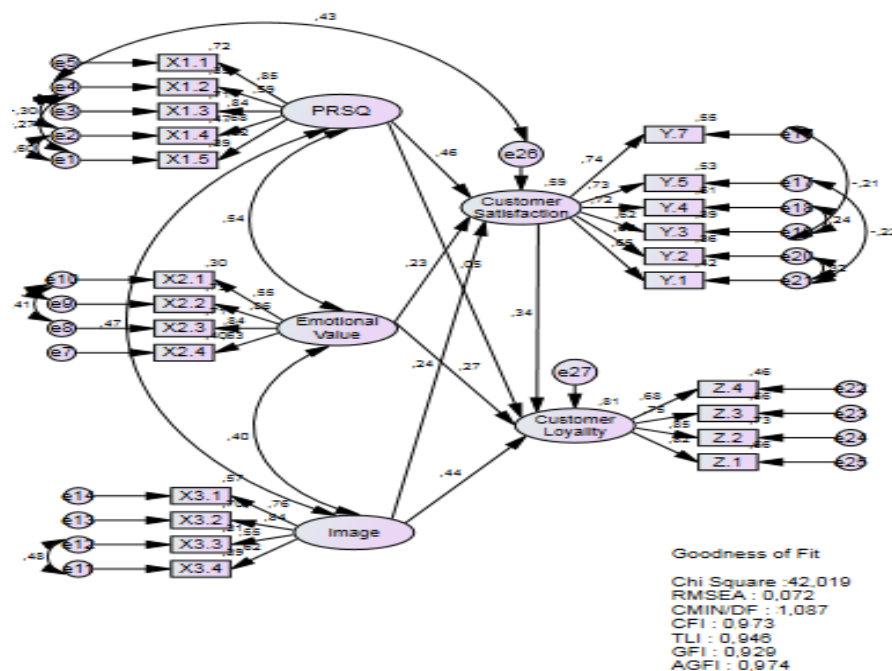


Figure 2. Structural Model

The results of the test we can see below.

Table 2. Regression Weight

			Estimate	S.E.	C.R.	P
Satisfaction	<---	PRSQ	.457	.108	5.382	***
Satisfaction	<---	Emotional_Value	.235	.111	3.468	***
Satisfaction	<---	Image	.241	.100	3.643	***
Customer_Loyalty	<---	PRSQ	.152	.089	4.722	.047
Customer_Loyalty	<---	Emotional_Value	.268	.080	4.137	***
Customer_Loyalty	<---	Image	.237	.084	5.851	***
Customer_Loyalty	<---	Customer_Satisfaction	.344	.063	4.074	***

From table 2, the equation is formulated as follows:

$$\begin{aligned} \text{Customer Satisfaction} &= 0.457 \text{ Perceived Retail SQ} + 0.235 \text{ Emotional Value} + 0.241 \text{ Image} \\ \text{Customer Loyalty} &= 0.152 \text{ Perceived Retail SQ} + 0.268 \text{ Emotional Value} + 0.437 \text{ Image} + \\ &\quad 0.344 \text{ Customer Satisfaction} \end{aligned}$$

The table 2 shows the results of testing the direct effect hypothesis. The explanation is as described below

Perceived Retail SQ Role in Satisfaction

The result describes that Perceived Retail SQ affects Satisfaction. Testing the Perceived Retail SQ effect on Satisfaction resulted in a Critical Ratio (CR) value of 5.382 with a significance level (P) of 0.000. The coefficient magnitude of the Perceived Retail SQ effect on Satisfaction is 0.457 or 45.7%. This indicates that the better the Perceived Retail SQ, the more positive it will be to increase Satisfaction. (Alfin, Alhabsji, Nimran, & Suharyono, 2013) conducted research which concluded that there was a significant effect between perceived SQ variables on image and customer satisfaction. (Paramarta, 2019) in his research strengthens that the perceived SQ affects customer satisfaction.

Emotional Value Role in Satisfaction

The result describes that Emotional Value affects Satisfaction. Testing the Emotional Value effect on Satisfaction resulted in CR 3,468 and P 0,000. The coefficient magnitude of the Perceived Retail SQ effect on Image is 0.235 or 23.5%. This indicates that the better the Emotional Value, the better it will make a positive contribution to increasing Satisfaction. (Shao, Guo, & Ge, 2019) conducted research showing that emotional value is the most significant antecedent of customer satisfaction and intention to continue. When the environmental value has a positive value but has a weaker effect on customer satisfaction.

Image Role in Satisfaction

The result describes that Image affects Satisfaction. Test of the image effect on Satisfaction resulted in CR 3,463 and P 0,000. The coefficient magnitude of the image effect on Satisfaction is 0.241 or 24.1%. This indicates that the better the Image, the more positive it

will be to increase Satisfaction. (Malik, Ghafoor, & Iqbal, 2012) conduct research that shows that it is profitable and will help telecommunications service providers to shape their products and pricing policies in such a way that they can maximize customer satisfaction and retain customers to achieve a higher market share. (Permana, 2016) conducted research which showed that image, perceived SQ, and customer satisfaction of Starbucks Bandung Indah Plaza affect customer satisfaction.

Perceived Retail SQ Role in Loyalty

The result describes that Perceived Retail SQ affects Loyalty. Testing the Perceived Retail SQ effect on Loyalty resulted in CR 4.722 and P 0.047. The coefficient magnitude of the Perceived Retail SQ effect on Loyalty is 0.152 or 15.2%. This indicates that the better the Perceived Retail SQ, the more positive it will be to increase Loyalty. (Çerri, 2012) in his research concluded that Perceived Retail SQ affects customer satisfaction, customer trust, and customer loyalty. Customer satisfaction affects customer trust, customer loyalty, and customer trust affects customer loyalty. (Harianto, 2013) with his research concluded that Perceived SQ affects consumer satisfaction and loyalty.

Emotional Value Role in Loyalty

The result describes that Emotional Value affects Loyalty. Testing the emotional value role in Loyalty resulted in CR 4.137 and P 0.000. The coefficient magnitude of the emotional value role in Loyalty is 0.268 or 26.8%. This indicates that the better the Emotional Value, the more positive the contribution to the increase in Loyalty. (Ladhari, Souiden, & Ladhari, 2011) conducted a study that resulted in the finding that perceived service quality, emotional value and image were the main drivers of loyalty and recommendation. This study emphasizes the role of emotional value and image as intermediary variables of service quality perception and loyalty or recommendation. Research also shows that the determinants of behavioral intention in the banking industry occur when the affective dimension is considered together with the cognitive dimension.

Image Role in Loyalty

The result describes that Image affects Loyalty. Test the image effect on Loyalty resulted in CR 5.851 and P 0.000. The coefficient magnitude of the image role in Loyalty is 0.237 or 23.7%. This indicates that the better the Image, the more positive it will be to increase Loyalty. Research supported by research (Lubnani, 2015) shows that there is a positive image effect on customer loyalty at Starbucks PVJ Bandung by 33.7%. (Nugroho, 2012) with his research also resulted in the finding of a significant image effect and customer satisfaction on customer loyalty to Coffee Ireng products.

Satisfaction Role in Loyalty

The result describes that Satisfaction affects Loyalty. Test of the Satisfaction effect on Loyalty resulted in CR 4.047 and P 0.000. The magnitude of the image role in Loyalty is 0.344 or 34.4%. This indicates that the better the Satisfaction, the more positive it will be to

increase Loyalty. (Opata, Xiao, Nusenu, Tetteh, & Boadi, 2021) conducted research that stated that price fairness not only affects satisfaction and loyalty but also has a significant and positive moderation. (Alsajjan, 2014) conduct a study that proves that customer satisfaction affects customer loyalty.

Indirect Hypothesis

Satisfaction Mediates the Role of Perceived Retail SQ in Loyalty

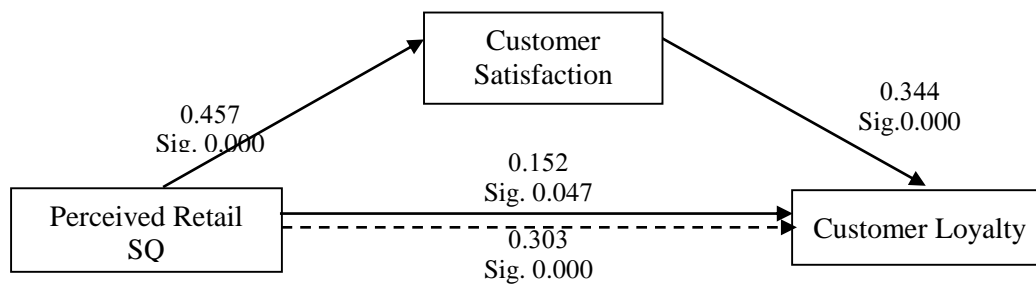


Figure 3. Satisfaction Mediates the Perceived Retail SQ effect on Loyalty

In Figure 3, the coefficient between Perceived Retail SQ and Satisfaction is 0.457; while the coefficient of Satisfaction with Loyalty is 0.344 and the coefficient between Perceived Retail SQ and Loyalty is 0.152. Because the Perceived Retail SQ effect on Satisfaction, the Satisfaction effect on Loyalty, and the Perceived Retail SQ effect on Loyalty are significant at 5%, it figures that Satisfaction acts as a variable that mediates the Perceived Retail SQ on Loyalty. The mediating role played by Satisfaction is partially mediating. Partially mediating contains the definition that the Perceived Retail SQ can directly influence the Loyalty without through the Satisfaction variable first.

The Perceived Retail SQ effect on loyalty can occur directly and indirectly through satisfaction. This rationale is supported by (Alfin et al., 2013) and (Paramarta, 2019) in their research strengthens previous research that the effect of perceived SQ on customer satisfaction. Furthermore, customer satisfaction also affects customer loyalty as researched by (Alsajjan, 2014).

Satisfaction Mediates the Role of Emotional Value in Loyalty

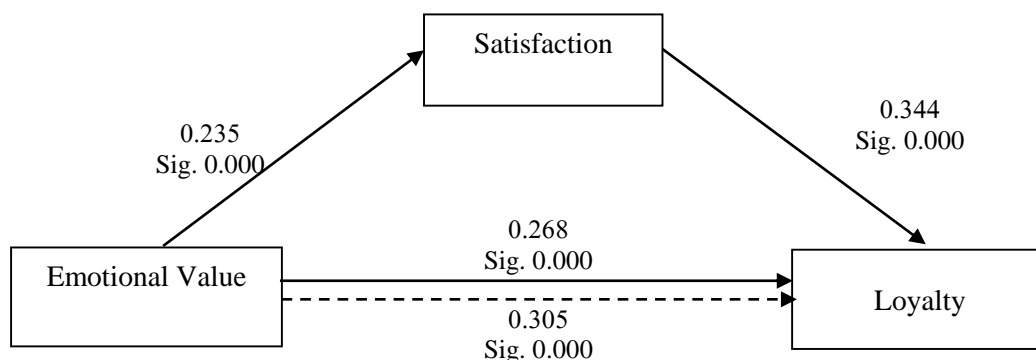


Figure 4. Satisfaction Mediates the Emotional Value effect on Loyalty

In Figure 4, the coefficient between Emotional Value and Satisfaction is 0.235; while the coefficient of Satisfaction with Loyalty is 0.344, and the coefficient between Emotional Value and Loyalty is 0.268. Because the Emotional Value effect on Satisfaction, the Satisfaction effect on Loyalty, and the Emotional Value effect on Loyalty are significant at 5%, it figures that Satisfaction acts as a variable that mediates the Emotional Value and Loyalty. The mediating role played by Satisfaction is partially mediating. Partially mediating contains the definition that the Emotional Value can directly affect the Loyalty without through the Satisfaction variable first.

The influence of psychological empowerment on consumer performance can occur directly and indirectly through innovative work behavior. This rationale is supported by (Ladhari et al., 2011) conducting research that emphasizes the role of emotional values and image as intermediary variables of service quality perception and loyalty or recommendation. Research also shows that the determinants of behavioral intention in the banking industry occur when the affective dimension is considered together with the cognitive dimension. Furthermore, emotional value affects customer satisfaction as researched by (Shao et al., 2019).

Satisfaction Mediates the Role of Image in Loyalty



Figure 5. Satisfaction Mediates the Image effect on Loyalty

In Figure 5, the coefficient between Image and Satisfaction is 0.235; while the coefficient of Satisfaction effect on Loyalty is 0.344, and the coefficient of Image effect on Loyalty is 0.268. Since the image effect on Satisfaction, the Satisfaction effect on Loyalty, and the image effect and Loyalty are significant at 5%, it figures that Satisfaction acts as a variable that mediates the Image and Loyalty. The mediating role played by Satisfaction is partially mediating. Partially mediating contains the definition that the Image can directly affect the Loyalty without through the Satisfaction variable first.

As explained earlier, the image can affect loyalty. Empirically the functional relationship between the two variables has been strengthened by research conducted by (Lubnani, 2015). Furthermore, the image affects customer satisfaction as researched by (Malik et al., 2012) conducted a study which stated that perceptions of service quality, price, and image had a significant effect on customer satisfaction. (Permana, 2016) conducted a study that showed that the image, perceived SQ, and consumer satisfaction of Starbucks Bandung Indah Plaza were in good condition. Image and perceived SQ influence customer satisfaction.

5. Conclusion

The results of the study prove that Perceived Retail SQ affects the Satisfaction of public gas stations consumers in Banda Aceh City. This shows that the better the Perceived Retail SQ, the more positive it will be to increase Satisfaction. Emotional Value affects the Satisfaction on public gas stations consumers in Banda Aceh City. This shows that the better the Emotional Value, the more positive it will be to increase Satisfaction. Image affects satisfaction at gas stations in Banda Aceh City. This shows that the higher the Image level, the higher the Satisfaction. Perceived Retail SQ affects Customer Loyalty at public gas stations in Banda Aceh City. This shows that the better the Perceived Retail SQ, the more positive it will be to increase Customer Loyalty. Emotional Value affects Loyalty at public gas stations in Banda Aceh City. This shows that the higher the level of Emotional Value will increase Loyalty. Image affects loyalty to public gas stations in Banda Aceh City. This shows that the higher the Image level, the higher the Customer Loyalty.

Satisfaction partially mediates the Perceived Retail SQ effect on Customer Loyalty at public gas stations in Banda Aceh City. Partially mediating formed means that Perceived Retail SQ can directly influence Loyalty without going through Satisfaction. Satisfaction partially mediates the Emotional Value effect on Loyalty at public gas stations in Banda Aceh City. Partially mediating formed means that Emotional Value can directly affect Loyalty without going through Satisfaction. Satisfaction partially mediates the image effect on Loyalty at public gas stations in Banda Aceh City. Partially mediating formed means that Image can directly influence Loyalty without going through Satisfaction. Satisfaction affects loyalty at public gas stations in Banda Aceh City. This shows that the better Customer Satisfaction will contribute positively to the increase in Customer Loyalty. This finding means that the model of increasing Customer Loyalty at the Banda Aceh public gas stations is a function of increasing Perceived Retail SQ, increasing Emotional Value, strengthening image, and increasing customer satisfaction. This proven model contributes to academia and can be the basis for theory development and further research by adding and combining it with other variables.

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