

The Effect of Service Quality and Perceived Value to Loyalty through Satisfaction as a Mediation (Study at Camera Rent Equipment at Malang City)



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ABSTRACT: The development of social media users with internet speeds that continue to increase, has also affected business opportunities in the field of visual photography and videography. Mostly, business people have turned out to digital marketing to promote their products. This makes them need complete and quality equipment to create maximum results, but as time goes by with increasingly developing technology, electronic equipment. There is increasingly capable and has high specifications is directly proportional to the price to be paid. This methodology research was used with primary data from rental customer at Malang City. The research findings are supported by empirical facts with a good perceived value means that customer satisfaction with Malang camera rents would be higher. In line with a fact by 4 oldest camera rents in Malang, namely, Malang Camera Rental, Swandudes, Corner Camera and Ngalam Store which have quality products, services, personnel, and images. In conclude, it could be felt by their customers.

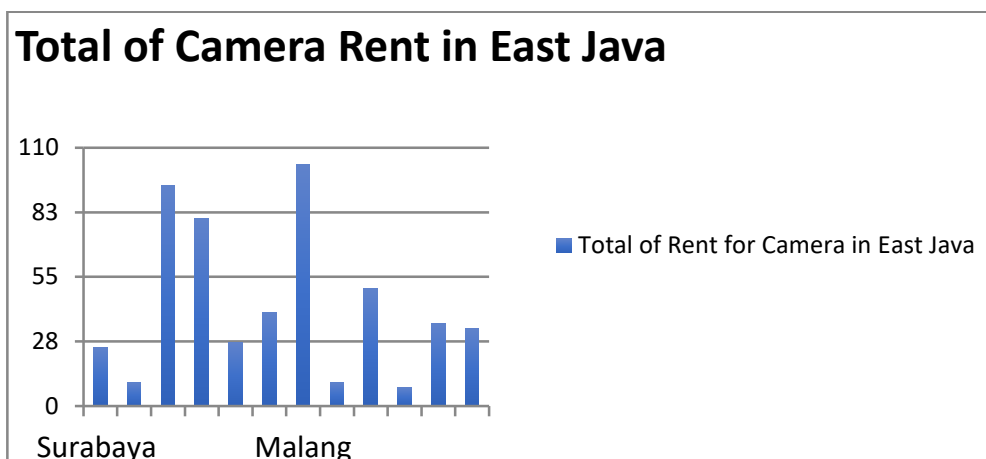
KEYWORDS: Service quality, perceived value, loyalty, satisfaction, camera

I. INTRODUCTION

The development of technology is currently experiencing very rapid progress, due to dependence on the habits of people who are very dependent on the internet in their daily activities. Especially after the impact of Covid-19, this highly contagious disease, or what is said to be the third pandemic in the 21st century (Perlman, 2020). It has limited all community activities, due to a program of limiting community activities, in face to face and to look after each other distance. The purpose of this government program is to prevent the spread of the virus from becoming more widespread. In this case, also makes competition in the business world even more competitive. However, changes in behavior was occurred during the Covid 19 pandemic also affected people's economic behavior in making purchases. The development of technology makes it more convenient for consumers, and makes it a very profitable opportunity for business people (Kemdikbud, 2020).

Absolutely, one of interest to the public is developments in the visual media content industry, since a visual media is more concise and has more interesting content, as evidenced by data (databox. 2021). Indonesia is the second country in the world with active users of one of the social media most visuals. The development of social media users with internet speeds that continue to increase, has also affected by business opportunities in the field of visual photography and videography. Mostly, a business people have turned to digital marketing to promote their products. This makes complete for a quality equipment to create maximum results, but as time goes by with technology. This is increasingly developing, an electronic equipment with qualified and a high specifications, so directly proportional to the price that must be paid. The price of an electronic device can reach tens or even hundreds of millions of rupiah, depending on the specifications that are carried (Kompas. 2022). Malang is an example of a city for quite developed in terms of camera rents. There are around 80-100 camera rental businesses in Malang that are listed on Google (2021).

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Source: Secondary Data by Google 2021

Picture 1.1 Total of Camera Rent in East Java

It can be said from these data that Malang has the most camera rents businesses to compared to other cities in East Java, where Malang can be said to be a potential city in the camera rental business, but with the mushrooming of the camera rents business in Malang. Eventually, the competition would be increasing to attract many consumers.

Business actors must have a system that measures quality from the customer's point of view as indicated by their loyalty. Because of loyalty is a top priority for business actors. As a loyalty, business actors would be able to get guaranteed with many more profits in the long term. According to researcher by Canalejo and del Rio, 2018, discussed that critical of the products have been offered, so there are many benefits from loyalty to these business actors.

Researcher by Kursunlouglu (2014) said that loyalty is also a deep commitment to become a regular customers or buying products or services and desired again in the future. Therefore, any impact to maintain consumer loyalty with more effective strategic efforts to attract new customers.

Based on a researcher by Ferreira et al., 2015 assumed that a marketing system in the camera rents business equipment must be carefully planned. The marketing role is strategically centered on what market enters and how to realize this desire, a marketing strategy contains. The efforts of a company to differentiate its superior character with each of its competitors. Its relative power to be able to meet the demands of customer needs in a situation in the environment, because dissatisfaction in service would result in loss of demand from customers, low customer loyalty, and ultimately result in losses for the company, with an increasingly competitive environment. After this, customer loyalty becomes a company tools to achieve their competitive advantage.

Researcher by El adly's (2018) said that perceived value not having a significant impact to customer loyalty, as well as Karin Boonlertvanich's research (2019), which shown that a service quality variable has no significant impact to customer loyalty, but from Chao Sen's research (2021) where in research service quality has a significant impact to customer loyalty.

One element for the benefits of market success is customer loyalty, namely customers will repeat purchases, by conveying positive WOM (word-of-mouth) information to the people around them and increasing long-term profits. WOM is an informal communication between consumers for a particular product or service and considered as one of the most important sources of information on purchases because WOM has a strong impact on consumer actions (Michael R et al., 2021).

WOM can impact to a person to make a choice, with the information who gets from other people who have rented at the camera rents, especially with today's technological advances, more and more people are using the internet to find information about the camera rents that they will choose. Web-based WOM (eWOM or electronic word of mouth) has become a weapon in all companies in the current era, even before the COVID-19 incident, many companies used eWOM as the spearhead of marketing.

EWOM expands consumer thinking to choose their choices, by gathering information about experiences from other customers through social media, especially with the many competitors at this time, making competition in the camera rental business increasingly difficult to excel from one another, for business people who are just starting out in the world of camera rents. It was like providing better service to its customers, so these customers will be more interested in the rents in the future. Solomon (2019) said that customer perception of quality in the long run is a cognitive evaluation of company services. Service quality is a measure to considered with good for providing a level of service that matches the expectations made by customers.

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According to (Kotler and Keller, 2018) discussed that a ratio between the number of benefits that customers get and the number of sacrifices incurred by customers. Some benefits also include functional benefits and emotional benefits. Costs are include monetary costs, time costs, energy and physical costs. Because of entrepreneurs or producers can increase many value that offered to customers in several ways, namely maximizing benefits, cost efficiency, maximizing benefits, that are higher than increased costs.

Based on these empirical facts, the relationship between variables that need to be analyzed in this study are: (1) the effect of Malang camera rental service quality on customer satisfaction, (2) the effect of Malang camera rental perceived value on customer satisfaction, (3) the effect of camera rental service quality Malang on customer loyalty, (4) the effect of perceived value of Malang camera rental on customer loyalty, (5) the effect of customer satisfaction service quality of Malang camera rental on customer satisfaction and loyalty, (7) the impact between perceived value at camera rents on customer satisfaction and loyalty. This background explains an existence of phenomena regarding service quality, perceived value, satisfaction, and loyalty in camera rents at Malang City.

II. TEORITICAL FRAMEWORK

Marketing

Broadly speaking, the definition of marketing according to the American Marketing Association in the book Kotler et al., (2020) stated that it is a social and managerial process by individuals and organizations obtain what they need and want through creating and exchanging value with other parties. In a narrower business context, marketing involves building profitable, value-laden exchange relationships with customers. Researcher by Solomon et al., (2018) said that a marketing is an activity, a set of institutions, such a process for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large. Based on research by Czinkota, et al., (2021) stated that marketing is an activity, a set of institutions, and a process for creating, communicating, delivering, and exchanging offerings for customers value, clients, partners, then society in general.

Service

Wirtz and Lovelock (2022) revealed that services are economic activities carried out by one party to another. Often based on time, these performances bring the desired result to the recipient, object, or other asset. In return for money, time, and effort, service customers expect value from access to people, skills, expertise, goods, facilities, networks, and systems. However, they are usually do not take ownership of the physical elements involved.

a. Service Marketing

Kotler et al., (2019) stated that 7ps consist of product, price, promotion, place, physical evidence, people, and process. An explanation of each element is explained in the book by Wirtz and Lovelock (2022) below:

b. Product Elements

Service products lie at the heart of a company's marketing strategy. If a product is poorly designed, it will not create meaningful value for the customer, even if the other 7 P's felt well executed. Thus, the first step is to create a service product that will offer value to target customers and satisfy their needs better than competing alternatives.

c. Price

For customers, price is an important part of the cost they have to pay to get the desired benefits. In order to calculate whether a particular service is "worth it". They can also go beyond the money and assess how much time and effort is involved.

d. Promotions

Few marketing programs can be successful without effective communication. He plays three important roles such as: (1) provides the necessary information and advice; (2) persuade target customers to buy service products; and (3) encourage them to take action at a certain time.

e. Place

Service distribution through physical or electronic channels (or both), depending on the nature of the service.

f. Physical Evidence

If in a service business that requires customers to enter the service, managers must also spend time thinking about the design of the "service scape".

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g. People

Service firms need to work closely with human resources (HR) departments and pay special attention to the selection, training, and motivation of service employees. As well as, having the necessary technical skills, this individual also needs good interpersonal skills and a positive attitude.

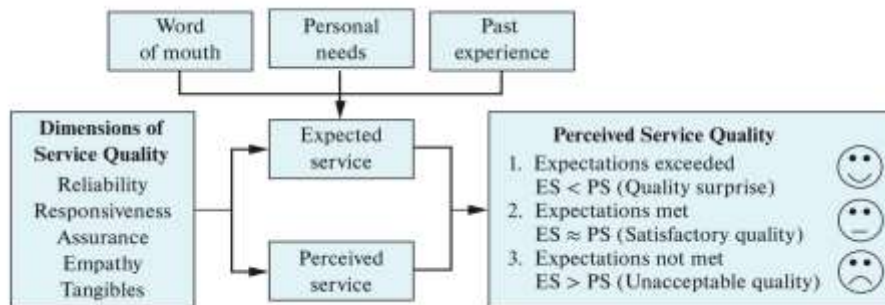
h. Process

Smart managers know that when it comes to service, how a company does things is just as important as what it does.

Service Quality

Researcher by Kotler et al., (2018) said that satisfaction will also depend on the quality of products and services. Some various experts have defined it as "fitness for use", "conformity to requirements", "freedom from variation", and so on. However, this research study used with the American Society for Quality Control's definition, namely quality is the totality of features and characteristics of a product or service that depend on its ability to meet stated or implied needs.

According to Bordoloi (2018) said that a service quality is a complex topic, as shown by the need for a definition that includes for five dimensions such as reliability, responsiveness, assurance, empathy, and tangible. As shown in the figure below, these expectations are based on several sources, including word of mouth, personal needs, and past experiences (Bordoloi, 2018).



Source: Bordoloi, et al., 2018

Picture 1.2. Perceived Service Quality

Service Quality Indicator

The service quality dimensions shown in Figure 2.1 were identified by marketing researchers studying several different service categories such as equipment repair, retail banking, telephone service, securities brokerage, and credit card companies. They are identified with five main dimensions that customers use to assess service quality—reliability, responsiveness, assurance, empathy, and tangible, which are ordered by decreasing relative importance for customers (Bordoloi, 2018).

<p>Reliability</p> <ul style="list-style-type: none"> • Providing service as promised • Dependability in handling customers' service problems • Performing services right the first time • Providing services at the promised time • Maintaining error-free records <p>Responsiveness</p> <ul style="list-style-type: none"> • Keeping customer informed on when services will be performed • Prompt service to customers • Willingness to help customers • Readiness to respond to customers' requests <p>Assurance</p> <ul style="list-style-type: none"> • Employees who instill confidence in customers • Making customers feel safe in their transactions • Employees who are consistently courteous • Employees who have the knowledge to answer customer questions 	<p>Empathy</p> <ul style="list-style-type: none"> • Giving customers individual attention • Employees who deal with customers in a caring fashion • Having the customer's best interests at heart • Employees who understand the needs of their customers • Convenient business hours <p>Tangibles</p> <ul style="list-style-type: none"> • Modern equipment • Visually appealing facilities • Employees who have a neat, professional appearance • Visually appealing materials associated with the service
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Source: Kotler et al., 2017

Picture 1.3. Service Quality Dimensions

Perceived Value

Research by Kotler dan Keller (2017) stated that satisfaction is a person's feelings of pleasure or disappointment that comparing a product or service's perceived performance (or outcome) to expectation. If the performance or experience falls short of

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expectations, the customer is dissatisfied, if it matches expectations, the customers is satisfied. If it exceeds expectations, the customers, the customer is highly satisfied or delighted.

III. METHODOLOGY

The research study used with a positivist (quantitative), which is a research approach using data in the form of numbers, analyzed using statistics to answer questions or test research hypotheses and to make predictions that a certain variable impact to other variables. So, it could also be referred to as explanatory research (Creswell, 2012).

Research Sites

This research is aimed at camera rents consumers in Malang, which is one of the cities that has the most camera equipment rents at East Java. Malang city is a potential city in developing the camera equipment rents industry at Malang.

Population

According to Sekaran and Bougie (2016) discussed that a population is the entire group of people, events, or things that researchers want to investigate. The population is customers who have rented at least once that known with certainty and an opportunity for each member of the population to be selected as a sample is not same. After this, the sampling technique is non-probability sampling with purposive sampling technique.

Research Sample

Malhotra et al., (2017) said that sample is a subgroup of population elements selected to participate in research. In other words, all elements of the population make up the sample (Sekaran and Bougie, 2016). The non-probability sampling technique used for this research is purposive sampling, because there are certain criteria that are adjusted to the research objectives. However, a sample with the criteria of customers who have come more than once and come with an age range between 20-50 years. Because, this age can have an opinion, experience, and income. Sources of data was used and consisted for primary data and secondary data.

Data Collection Technique

Data collection techniques used by questionnaires and documentation. The following is an explanation about data collection techniques used, namely questionnaires through forums or group chats on chat applications and also through social media such as Instagram. Surely, the online questionnaire used by google form such variable measurement method in the questionnaire uses a Likert scale. Sekaran and Bougie (2016) explained that the Likert scale is a scale designed to assess how much a respondent agrees with a statement. The variables were measured with a weighting range from Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5).

Pilot Test

Pilot tests are carried out in each study with the aim of ensuring that validity is achieved. It is defined as a pre-test version of the research instrument before conducting the actual research (Majid, Othman, Mohamad, Lim, & Yusof, 2017; Teijlingen & Hundley, 2001). In this study a pilot test will be conducted on 30 respondents. The collected data will be tested for validity and reliability using the help of statistical software, namely, SPSS 21.

PLS Analysis

Data analysis and hypothesis testing in this study used the Structural Equation Model - Partial Least Square (PLS) method. Eventually, PLS is a component or variant-based Structural Equation Model (SEM). This study uses the PLS analysis tool because this study aims to examine the predictive effect between variables (Service Quality, Perceived Value, Satisfaction, and Loyalty).

Table 1.1. Results of the Hypothesis for Direct Effect

Hypothesis	Relations Between Variables		Path Coefficient	t-statistics	p-value	Results
	Independent Variables	Dependent Variables				
H ₁	X1	Z	0.059	3.60	0.047	Significant
H ₂	X2	Z	0.761	8.07	0.000	Significant
H ₃	X1	Y	0.865	14.34	0.000	Significant

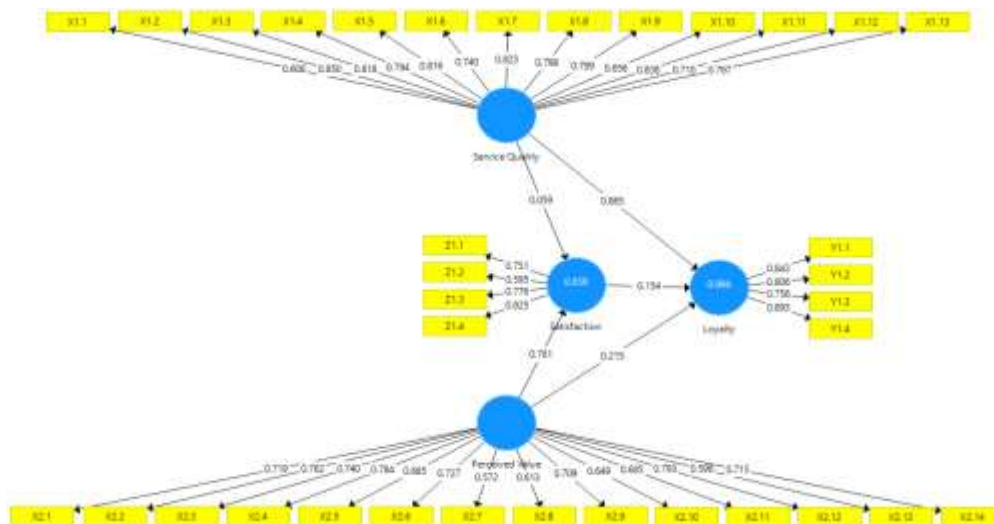
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H ₄	X ₂	Y	0.215	2.99	0.003	Significant
H ₅	Z	Y	0.154	3.24	0.001	Significant

Source: Primary Data Processed (2022)

Noted:

- X₁ : Service Quality
- X₂ : Perceived Value
- Y : Loyalty
- Z : Satisfaction
-



Source: Primary Data Processes (2022)

Picture 1.5. Structural Model of Direct Effect Hypothesis Test

Mediation Impact for Hypothesis Test Results

The mediation or indirect hypothesis test aims to test whether there is an impact of the independent variable on the dependent variable indirectly through the mediating variable. The parameter criteria for indirect hypothesis testing are seen from the value of t-statistics > t-table (> 1.96), so the hypothesis could be stated as accepted, this below:

Table 1.2. Hypothesis Results for Test Analysis of Mediation

Variables	t-statistics	p-value	Results
X ₁ → Z → Y	3.52	0.002	Significant
X ₂ → Z → Y	3.21	0.001	Significant

Source: Primary Data Processed (2022)

Noted:

- X₁ : Service Quality
- X₂ : Perceived Value
- Y : Loyalty
- Z : Satisfaction
-

RESEARCH DISCUSSION

The Impact Between Service Quality and Satisfaction

The relationship between service quality of camera equipment rents at Malang and satisfaction shown that significant results. Thus, it could be said that service quality has an impact to satisfaction. The research findings are supported by empirical facts shown that the types of services used by camera equipment rents in Malang. There are an impact on whether or not consumers are satisfied with the camera equipment rents.

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Based on the descriptive results, it shows that almost all respondents answered agree and strongly agree that service quality has an influence on satisfaction with the strongest average being X1.13 and X1.3 which discuss the equipment at the camera rental and how responsive the staff at the camera rental are. This is in line with the research of Chao sen et al (2021) and Ira Argawal (2020) which stated that service quality has a significant effect on satisfaction.

The Impact Between Perceived Value and Customer Satisfaction

The relationship between perceived value and customer rents at Malang shown that a significant positive results. Thus, it could be said that perceived value has a positive direct impact to customer satisfaction. The results study are in line with the research of Jeong, Y. & Kim, S. (2019), who researched the perceived value and customer satisfaction of sports tourists, which showed a significant results. This research is also in line with the research of El-Aldy, M. I. (2018), who researched the hospitality sector, which shown that customer perceived value has a significant impact to customer satisfaction.

The Impact Between Service Quality and Loyalty

The relationship between service quality and Malang camera rents have positive results. Thus, it could be said that a service quality has a positive direct impact to loyalty. The research findings are supported by the fact of a good service quality means higher consumer loyalty. Facts shown that the importance relationship between service quality and consumer loyalty for camera rents at Malang. This research is in line with the research of Chao Sen et al. (2021), Rakesh Belwal (2018), Ira Agarwal (2020), and Taiyete Borishade (2021) which discussed that service quality has a significant impact to loyalty. Whereas, this research study is in contrast to research conducted by Karin Boonlertvanich (2019), and Bakti & Sumaedi (2012) which has been explained that there was no impact founded between service quality and customer loyalty.

The Impact Between Perceived Value and Loyalty

The relationship between perceived value and Malang camera rents loyalty shown that significant and positive results. Thus, it can be said that perceived value has a positive direct impact to loyalty. This finding was supported by the fact of a good perceived value means higher consumer loyalty. Facts shown that an importance of perceived value through how consumers can see a lot of benefits and value of all the attributes. There are owned by Malang camera rents and also those provided to consumers. This results are in line with the research of Jeong, Y & Kim, S. (2019) and Yunduk Jeong & Sukkyu Kim (2019) discussed by the tourism sector that perceived value has a positive impact to tourist loyalty to the destination. Likewise with Anbela & Arlando's research (2021) which shown that perceived value impact to consumer loyalty and WOM.

The Impact Between Satisfaction and Loyalty

The results of testing the hypothesis shown that hypothesis (H5) is accepted, a higher the customer feels satisfied, the more loyal he will be. The results of the descriptive analysis shown that the friendliness of employees most determines customer satisfaction, which has an impact on customer loyalty. The friendly attitude of the employees at the 4 selected camera rents is also supported by an interactive communication style, making customers feel comfortable interacting with employees. Ultimately, the results study are indicated with satisfaction by a significant impact to loyalty. The purpose of this finding is like tenants willing to come again at another time, and recommend them to rent at their customer's place compared to other places. Especially, if the camera rental place has a promo program to invite other members, so their loyal customers will be more loyal and excited. These findings are in accordance with or support the results of research conducted by El-Adly, M.I. (2018) and Sao Mai DAM (2021) which stated that satisfaction has a significant effect on loyalty.

The Impact of Satisfaction as a Mediation Between Service Quality and Loyalty

Testing this hypothesis concludes if H6 is accepted. This shown that a satisfaction is able to mediate the relationship between service quality and loyalty. The results analysis also shown that responsiveness and employee insight are high determinants of respondents' perceptions of service quality which affect to the satisfaction of camera rents. Mostly, customers tend to be satisfied because of the service from the camera rents of their choice is in accordance with what consumers expect. In quite contrast, some results study were indicated that satisfaction has a good impact in mediating the relationship between the service quality provided by camera rental business actors, which will have an impact on customer loyalty. The findings of this study support research conducted by Ernest Emeka (2015) and Sao Mai DAM (2021) which state that service quality has a significant effect on satisfaction and mediates service quality on loyalty.

The Impact Satisfaction as a Mediation between Perceived Values against Loyalty

The seventh hypothesis stated that perceived value has a positive impact to customer loyalty through satisfaction, which is proven to have a positive vibes. Based on the analysis table of the mediation effect test, it shown that a magnitude of the impact of

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perceived value on loyalty through satisfaction. This result stated that any significance impact of variable to influence loyalty starts from the waiter, the atmosphere, even the product, which is indeed a determining factor for customer loyalty in considering returning again. The research findings are support research conducted by Yunduk Jeong & Sukkyu Kim (2019) and Keshavarz, Y., & Jamshidi, D. (2018) which stated that a service quality has a significant impact to satisfaction and mediates with service quality and loyalty.

IMPLICATIONS

The implications are divided into two parts, including practical and theoretical implications related to the research development such results for subsequent researchers related to service quality, perceived value, satisfaction, and loyalty. The practical implications of providing managerial contributions for camera rental entrepreneurs, especially in the development of services and value provided to customers based on the results study.

RESEARCH LIMITATION

This research limitation was examines consumer loyalty to camera rents businesses at Malang. This research has been limited time with an ability of researchers in the number of samples. There are limitations to research using questionnaires, namely sometimes the answers given by respondents do not shown the real situation. Many researchers did not control some respondents while filling out the questionnaire. During filling out the questionnaire, they might be obstacles such as rush or uncomfortable situations in filling out the questionnaire answers.

CONCLUSION

Assessment of service quality at camera rents in Malang has been an impact on customer satisfaction. In this case, it means that the good service quality would be provided by customer satisfaction will also increase. Perceived value in camera rents has been an impact to satisfaction. In this case, customer value would be provided by the camera rents to the consumer.

Service quality on camera rents is able to impact to consumer loyalty. Some respondents in this research study absolutely agreed that the level of service quality can impact to consumer loyalty both for coming back and praising the business to others. Perceived value is able impact to loyalty. This means that respondents agreed with a good perceived value and provide good values in building consumer loyalty both in terms of service, product, personnel, and the image, which has been formed by the business.

Satisfaction is able to mediate the impact between self-congruence and a brand loyalty. Camera rents consumers become loyal, if consumers get the service quality that provided by camera rents according to their expectations, and spread positive W-O-M by making the camera rents. In contrast, perceived value is the value of support for what has been received by consumers. These results could be explained by the positive values obtained by consumers from the results to answers to the questionnaire with satisfactory results. Some consumers would automatically be loyal to the camera rents.

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