

# THE EFFECT OF SERVICE QUALITY ON CUSTOMER LOYALTY WITH BRAND TRUST AS AN INTERVENING VARIABLE IN NDC DENTAL CLINIC

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**Abstract-**This study aims to examine the effect of service quality on customer loyalty with brand trust as an intervening variable at the NDC Dental Clinic. The variables studied were Service Quality (X), Brand Trust (Z), and Consumer Loyalty (Y). Service Quality has five indicators, namely Tangible, Reliability, Responsiveness, Empathy and Assurance. Brand Trust has three indicators, namely Trust in the brand, Security of a brand, and Honesty of a brand. Customer loyalty has four indicators, namely making repeat purchases, recommending products to others, buying between product and service lines, and not being influenced by other products. The analytical tool used is analysis using SEM-PLS. The population in this study is the data of 120 people taken from patients with purposive sampling technique. The results of this study indicate that the service quality variable has a significant effect on brand trust. The brand trust variable has a significant effect on customer loyalty. Service quality variable has a significant effect on customer loyalty. And the service quality variable has a significant effect on customer loyalty through brand trust.

**Keywords:** service quality, brand trust, and customer loyalty.

## 1. Introduction

Opportunities for the dental clinic business are wide open and the proliferation of dental clinics in various regions, especially Malang City, shows that business competition is increasingly tight. Competition between dental clinics is not only in the field, but also in the minds of consumers. Dental clinics need to gain market share in the minds of consumers. NDC dental clinic is one of the dental clinics that has been established since 2015 and currently has 5 branches spread across Malang City, East Java. The problem that often arises is the fluctuating number of visitors and complaints and suggestions from patients. The number of visits seems fluctuating or erratic every month, but the number of visits each year has increased. The majority of patients complain of long waiting times, differences in service between doctors and assistants, lack of doctors, lack of precise treatment solutions, differences in initial results with subsequent ones, and priority of patient queues. Various studies have been conducted related to the relationship between service quality, customer loyalty, and brand trust. The result is that some say it has a positive influence and also not significantly influenced. The treatment instilled in consumers, namely in the form of quality service, may cause confidence and trust in their minds and eventually become loyal consumers. Based on the phenomenon contained in the NDC, it is necessary to examine the effect of service quality on customer loyalty with brand trust as an intervening variable at the NDC Dental Clinic.

## **2. Literature Review**

### **2.1 Previous Research**

Research by Tumpal JRSitinjak, Abdullah Rakhman, Toni Sijinjak, Brastoro, and Bernadine (2022) shows that service quality has a significant effect on brand trust. Service quality has no effect on customer loyalty. Then, brand trust also has no effect on customer loyalty. Research by Desak Putu Harum Sari, Ni Wayan Eka Mitariani, and I Gusti Ayu Imbayani (2021) shows that brand trust has a positive and significant effect on customer loyalty. Service quality has a positive and significant effect on customer loyalty. Research by Siti Nurhayati (2020) shows that Brand Trust, Brand Experience and Customer Satisfaction are proven to have an effect on Customer Loyalty.

### **2.2 Theoretical Foundation**

#### **2.2.1 Theory of Planned Behaviour (TPB)**

The Theory of Planned Behavior (TPB) explains that consumer behavior is shaped by attitudes, subjective norms, and perceived behavioral control (PBC) that shapes intentions. Intention then affects how a person behaves (George, 2004). The Theory of Planned Behavior (TPB) is a development of the Theory of Reasoned Action (TRA) that had been proposed earlier by Fishbein and Ajzen in 1975.

#### **2.2.2 Service Quality**

Service quality is a long-term consumer perspective and is a cognitive evaluation of service transfer (Utami, 201: 87). Specific services must show the needs and desires of consumers because the services suggested directly by consumers will immediately get a value that matches or does not match consumer expectations and judgments.

#### **2.2.3 Brand Trust**

According to Murthy in Firmansyah (2019: 141), brand trust from the company's point of view is a brand that has succeeded in creating a memorable brand experience in consumers that is sustainable in the long term, based on the integrity, honesty and politeness of the brand.

#### **2.2.4 Customer Loyalty**

According to Firmansyah (2018: 135), customer loyalty is a strong commitment from customers to resubscribe or repurchase products or services that they like consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause behavior to move.

### 3. Research Framework

#### 3.1 Analysis Model

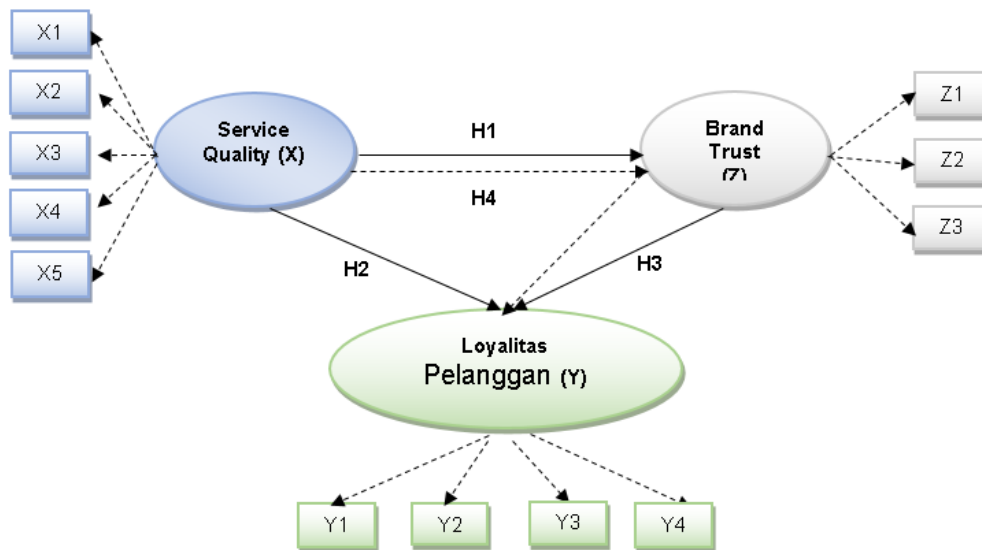


Figure 3.1 Analysis Model

Processed by Researchers (2023)

#### 3.2 Research Hypothesis

H1: Service quality has a significant effect on brand trust

H2: Service quality has a significant effect on customer loyalty

H3: Brand trust has a significant effect on customer loyalty

H4: Service quality has a significant effect on customer loyalty through brand trust

### 4. Research Methods

#### 4.1 Research Approach

This study used a quantitative approach. This research will be conducted in the Malang City area on consumers of products produced by NDC Dental Clinic Araya branch, Malang. This study used purposive sampling techniques for 120 patients. Data collection using questionnaire instruments and measured with Likert scale 1-5.

#### 4.2 Variable Operational Definition

Table 4.1 Operational Definitions of Variables and Measurement of Variables

Variable	Variable Operational Definition	Indicators	Source
Service Quality (X1)	Service quality is an evaluation of consumer perceptions of the level of service provided by what they expect. It is centered on efforts to meet consumer needs and desires and the accuracy of delivery to keep pace with consumer expectations	1. Tangible 2. Reliability 3. Responsiveness 4. Empathy 5. Assurance	Tjiptono (2014)

Variable	Variable Operational Definition	Indicators	Source
Brand Trust (Z)	Brand trust is the perception and feeling of security from consumers towards the positive experience they experience when using a particular brand so that consumers believe in the brand and can rely on it in the long run	<ol style="list-style-type: none"> <li>1. Trust in the brand</li> <li>2. Safety of a brand</li> <li>3. The honesty of a brand</li> </ol>	Firmansyah (2019:144)
Customer Loyalty (Y)	A customer can be said to be loyal if they repurchase the same brand, consider only the same brand and do not seek information about other brands at all	<ol style="list-style-type: none"> <li>1. Make a repurchase</li> <li>2. Recommend products to others</li> <li>3. Buy between lines of products and services</li> <li>4. Not affected by other products</li> </ol>	Tjiptono (2014)

Processed by Researchers (2023)

### 4.3 Data Analysis

This study used Partial Least Square (PLS) as an analysis tool. Analysis in SEM-PLS includes measurement models or outer models, structural models or inner models and weight relations where the values of latent variables can be estimated.

## 5. Result and Discussion

### 5.1 Characteristics of Respondents

The majority of respondents are dominated by the male sex, which is as much as 57%. The majority of respondents are dominated by the age over 45 years, which is as much as 37%. The majority of respondents' types of work are dominated by self-employed as much as 55%. The majority of the number of treatments carried out by respondents to NDC clinics in the dominance of the number of treatments carried out above 6 times is 63%.

### 5.2 Descriptive Analysis of Research Variables

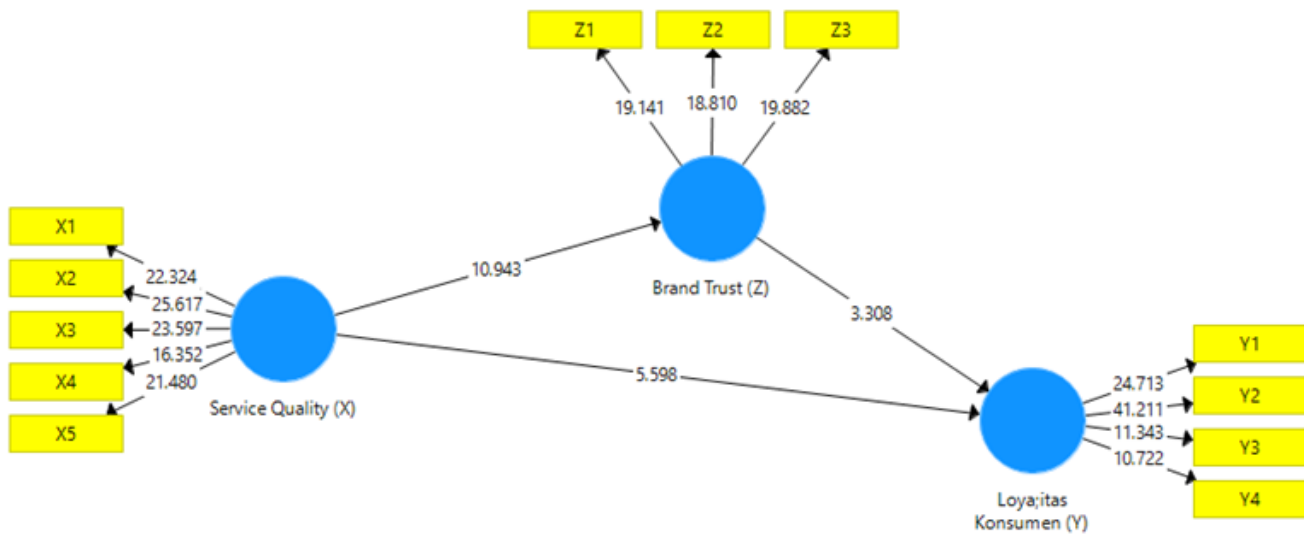
The mean value obtained by the service quality variable is 4,396 or included in the very high category. The mean value obtained by the brand trust variable is 4.28 or included in the very high category. The mean value (average value) obtained by the customer loyalty variable is 4,425 or included in the very high category.

### 5.3 Data Analysis Results

#### 5.3.1 Validity & Reliability Test

Based on convergent validity all indicator values are greater than 0.7 so all indicators of the variable are valid. Based on the average variance extracted (AVE), the AVE values of all variables indicate values greater than 0.5 so they are valid. Based on composite reliability and Cronbach alpha, all constructs are greater than 0.70 so they are reliable.

### 5.3.2 Structural Model Inner Model



**Figure 5.1** Bootstrapping Results

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### 5.3.3 Coefficient of Determination

The Brand Trust model obtained an R Square value of 0.550. These results show that the Service Quality variable can explain the Brand Trust variable by 55% while the remaining 45% is explained by variables that are not included in the research model. In the second equation, namely Customer Loyalty, the R Square value of 0.650 is obtained. These results show that Service Quality can explain the variable Customer Loyalty by 65% while the validity is 35% explained by variables that are not included in the research model.

### 5.3.4 Test the hypothesis

1. The results of the statistical T hypothesis test on the Service Quality (X) variable against the Brand Trust (Z) variable were  $11.217 > 1.96$  and the p values test results were  $0.000 < 0.05$  (alpha 5%) showing that both variables were positive, significant and the hypothesis was acceptable.
2. The results of the statistical T hypothesis test on the Service Quality variable (X) against the Customer Loyalty variable (Y) are  $17.098 > 1.96$  and the p values test result is  $0.000 < 0.05$  (alpha 5%) showing that both variables are positive significant and the hypothesis is acceptable.
3. The results of the statistical T hypothesis test on the Brand Trust variable (Z) against the Customer Loyalty variable (Y) were  $3.446 > 1.96$  and the p values test result was  $0.001 < 0.05$  (alpha 5%) showing that both variables are positive significant and the hypothesis is acceptable.
4. The results of the specific indirect effects test showed that the statistical T was  $2.992 > 1.96$  and the p values test results were  $0.003 < 0.05$  (alpha 5%) showing that Service Quality (X) on the variable Customer Loyalty (Y) through Brand Trust (Z) had a significant positive effect and the hypothesis was acceptable.

## **5.4 Discussion**

### **5.4.1 The Effect of Service Quality on Brand Trust**

Based on the results of research through testing the first hypothesis, it is proven that there is a significant effect of service quality on brand trust. This shows that the better the service quality, the brand trust will increase. This means that with the increase in service quality carried out by NDC clinics, trust in brands, brand safety, and brand honesty in the products and services offered by NDC clinics is also increasing.

### **5.4.2 The Effect of Service Quality on Customer Loyalty**

Based on the results of research through testing the second hypothesis, it is proven that the effect of Service Quality on Customer Loyalty has a significant influence. This shows that the better the service quality provided, the more customer loyalty will increase. This means that with the improvement of service quality, customers will tend to make repeat purchases (always do treatment back to the NDC clinic), voluntarily recommend products and services from the NDC clinic to others, in doing the treatment will buy between lines of products and services offered by the NDC clinic, and customers will not be easily influenced by other products from competitors.

### **5.4.3 The Effect of Brand Trust on Customer Loyalty**

Based on the results of research through testing the third hypothesis shows the influence of Brand Trust on Customer Loyalty there is a significant influence. This shows that the more brand trust that is built, the more customer loyalty also increases. This means that customers will tend to make repeat purchases (always do treatment back to the NDC clinic), voluntarily recommend products and services from the NDC clinic to others, in doing treatment will buy between lines of products and services offered by the NDC clinic, and customers will not be easily influenced by other products from competitors.

### **5.4.4 The influence of Service quality on customer loyalty through brand trust**

Based on the results of research through testing the fourth hypothesis, it is proven that the influence of Service quality on customer loyalty through brand trust has a significant influence. In other words, better quality can increase brand trust to increase customer loyalty. The effect of service quality on customer loyalty mediated by the brand trust at NDC clinics shows that the higher the responsiveness, tangible service, reliability, empathy, assurance, and assurance, it will increase customer loyalty.

## **6. Conclusion and Suggestion**

### **Conclusion**

1. Service quality has a significant effect on Brand Trust.
2. Brand Trust has a significant effect on Customer Loyalty.
3. Service Quality has a significant effect on Customer Loyalty.
4. Service Quality has a significant effect on Customer Loyalty through Brand Trust.

### **Suggestion**

1. NDC clinic can develop the right strategy to improve service quality such as providing a comfortable waiting room, adding sophisticated equipment in providing services, providing fast solutions to patient complaints, providing attention to all patients, and always improving the ability of human resources owned to be able to handle patients well. Because based on the results of the research show that improving service quality affects customer loyalty mediated by brand trust.
2. NDC clinic can become and continue to increase the brand trust that has been owned as it has been trusted by the community in handling customer problems, has a good reputation for customers, and provides services that can be trusted by customers.
3. Future studies may use the same analysis methods for different populations and variables. In addition, research can be carried out with a qualitative approach.

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