

The Effect of Service Quality on Customer Loyalty at Teko Healthy Resto, Medan

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Abstract

Teko Healthy Resto is a restaurant that provides and sells a very healthy vegan food menu for people who want to learn about healthy vegan patterns for their daily lives. This study aims of this research is to find out whether there is an Effect Of Service Quality on Customer Loyalty at Teko Healthy Resto, Medan. The sample for this research was 97 customers who had made purchases from March 1, 2023 to March 15, 2023 at 10.00 to 15.00 W.I.B. using accidental sampling technique. By using the accidental samping technique, which means that the sampling technique is a form of sampling based on coincidence, where anyone who coincidentally meets the researcher and is considered suitable to be a data source becomes a sample for this researcher. The data collection method that the author uses is a questionnaire. Data analysis uses a simple linear regression test, while data processing uses the help of the SPSS application. The research results show that the Service Quality have a positive and significant effect on Customer Loyalty at Teko Healthy Resto Medan.

Keyword: Service Quality and Customer Loyalty

1. INTRODUCTION

In the ever-evolving and competitive world of business, marketing stands as one of the most critical aspects that influence a company's success. The marketing concept involves a range of strategies, tactics, and approaches designed to understand, satisfy, and retain customers. Marketing is not merely about promoting the healthy cuisine offered but also how a restaurant interacts with its customers, provides added value, and creates a positive experience. In the context of the restaurant industry, such as Teko Healthy Resto in Medan, marketing encompasses more than just promoting the healthy food served; it also involves how the restaurant communicates with customers, meets their expectations, and fosters customer loyalty. Service quality is a key component within this marketing concept as it plays a significant role in creating positive customer experiences, which, in turn, builds long-term customer loyalty.

Modern marketing emphasizes the importance of understanding customers and meeting their needs and desires. This involves the collection of customer data, analysis of customer behavior, and using this information to enhance the quality of services and products offered. By adopting a customer-centric approach, companies like Teko Healthy Resto can build strong relationships with customers, ultimately cultivating loyal customers who return time and time again. This research will examine how this restaurant applies marketing strategies to comprehend and fulfill customer needs and how this affects customer loyalty. By comprehending this marketing concept, we can further explore the relationship between service quality and customer loyalty in this restaurant, providing valuable insights for owners of similar restaurants in developing more effective marketing strategies.

Service Quality

According to Tjiptono (Indrasari, 2019: 61), service quality or customer service is a dynamic condition that is closely related to products, services, human resources, as well as processes and environments that can at least meet or even exceed the expected service quality. Service quality focuses on efforts to meet the needs and desires of consumers. The effort is also in the form of delivery accuracy to meet customer expectations. Service quality is the level of service related to meeting customer expectations and needs (Armaniah et al., 2019). Service quality can be defined as focusing on meeting needs and requirements, as well as timely delivery to meet customer expectations. Service quality applies to all types of services provided by a company when the client is at the company (Purba et al., 2020).

According to Lupiyoadi and Hamdani (2009) in Indrasari (2019:63), there are five characteristics :

1. Tangibles are the ability of a school to demonstrate its existence to external parties. The reliable appearance and capability of the school's physical facilities and infrastructure in the surrounding environment is clear evidence of the services provided by the service provider.
2. Reliability is the school's ability to provide services as promised accurately and reliably. Performance must be in accordance with the expectations of parents, which means punctuality, the same service to all parents without errors, a sympathetic attitude, and high accuracy.
3. Responsiveness is a policy to help and provide fast (responsive) and appropriate services to parents, by conveying clear information.
4. Guarantee and certainty (assurance) is the knowledge, courtesy and ability of teachers and school staff to foster parents' trust in the school. This includes several components, including communication, credibility, security, competence and courtesy.

- Empathy is sincere and individual or personal attention from teachers and staff given to parents by trying to understand the wishes of the parents.

Customer Loyalty

According to Sheth & Mittal (Firmansyah, 2019: 47) reveal that customer loyalty is a customer commitment to a brand, store or supplier based on very positive traits and is reflected in consistent repeat purchases. According to (Hurriyati, 2019), customer loyalty is a deep-seated commitment from customers to consistently subscribe or repurchase selected products/services in the future, despite the potential influence of situations and marketing efforts that could cause behavioral changes. According to (Lusiah, 2018), customer loyalty is an attitude from service providers who deliver their services well, resulting in consumers having a commitment to continue purchasing the goods and services offered.

According to Tjiptono (Ramdani, 2020) , there are four indicators of customer loyalty:

- Making repeat purchases, namely: consumers make repeat purchases more than once Having no desire to switch to competitors.
- Recommending to others, namely: suggesting to others to buy or use the product he bought.
- Being loyal to a particular product or brand means that loyal consumers do not intend to switch or change the product or brand.
- Talking about positive things about the product purchased.

Previous research serves as the foundation for the development of research, which is useful for comparison and reference for future research. Previous research such as research that was conducted by Ms. (Yanti 2022) from Nias Raya University with the title "The Influence of Service Quality and Price on Consumer Loyalty with Consumer Satisfaction as an Intervening Variable." Stating that the results obtained show that the effect of service quality and price based on the first structural equation is consumer satisfaction both in combination and partially and the influence of service quality, price and consumer satisfaction in the second structural equation significantly affects consumer loyalty both in combination and partially.

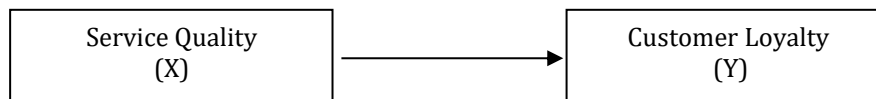
The similarity between the author and the researches mentioned above is that they all conducted research on the influence of service quality on customer loyalty. However, the difference lies in the research subjects. The first researchers focused on Diskusi Kopi Kafe in Gresik, the second researchers on cafes in Batam City, and the author's research subject was Teko Healthy Resto, Medan.

The aim of this research is to understand the influence of service quality on customer loyalty Teko Healthy Resto, Medan. This study is necessary because, based on the information and interviews conducted by the author at Teko Healthy Resto, Medan, it was found that the service provided to customers is not satisfactory. For example, long waiting times for cashier queues during payment, prices that are expensive and do not match the quality of food or drinks can make customers dissatisfied, and lack of innovation such as the absence of a new and monotonous menu or concept can make loyal customers bored and look for alternative places other.

2. RESEARCH METHODS

2.1 Research Framework

This research used a quantitative method with an descriptive research type. Quantitative research is a type of research that produces findings that can be achieved using instrument procedures or other ways of quantification or measurement (Sujarweni, 2021:06). The study is conducted at Teko Healthy Resto, located in Komplek Cemara Asri, Jalan Boulevard Utara, No. 8, Medan Estate, Percut Sei Tuan Subdistrict, Deli Serdang Regency, North Sumatra. The research period began in March 2023 and concluded in August 2023. In this research, there are two variables used: Service Quality (X) as the independent variable and Customer Loyalty (Y) as the dependent variable.



2.2 Population and Sample

According to (Sugiyono, 2021), the population is a generalization area consisting of objects/subjects with specific quantities and characteristics determined by the researcher to be studied and then draw conclusions from. The population used by the author is all customers who have experienced and made purchases at Teko Healthy Resto, Medan.

According to (Sugiyono, 2021), a sample is a part of the total number and characteristics possessed by the population. In this research, the author used the Accidental Sampling technique, a form of sampling based on coincidence, where anyone who coincidentally meets the researcher and is considered suitable to be a data source becomes a sample for this researcher (Jamarnis & Susanti, 2019). To calculate the sample size using the Accidental Sampling technique, the researcher uses the Lemeshow formula as follows:

$$n = \frac{(Za)^2 \times P \times Q}{L^2}$$

Where:

n = The minimum sample size required

$Z\alpha$ = Standard value from the distribution corresponding to $\alpha = 5\% = 1.96$

P = Prevalence of the outcome, using 50% as data is not available

$Q = 1 - P$

L = Precision level of 10%

Based on the formula, then:

$$n = \frac{(1.96)^2 \times 0.5 \times 0,5}{(0.1)^2} = 96.04$$

Based on the formula, the calculation results indicate that the minimum sample size needed for this research is 96.04 respondents, and the author rounds the sample up to 97 individuals.

2.3 Research Data

Data based on its source is divided into two types, namely primary data and secondary data (Sujarweni, 2021: 73-74). (1) Primary Data, is data obtained from respondents through questionnaires, focus groups, and panels, or also data from researchers' interviews with sources. The author uses a questionnaire or questionnaire as a data source that will be given Teko Healthy Resto customers; (2) Secondary Data, is data obtained from records, books, financial reports, government reports, articles, books as theory, magazines and others. The author obtains secondary data through theories listed in books related to the problem in the study.

2.4 Data Collection Technique

According (Sugiyono, 2021), the data collection techniques in this research include: (1) Physical Observation, observation is conducted to identify issues; (2) Unstructured Interviews, conducted to discover the root causes of the problems and identify appropriate solutions; (3) Questionnaire, used to be given to respondents with the aim of identifying respondent's answers.

In this research, the author used a Likert scale as a measurement tool. The Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or a group of people about social phenomena. In this study, the author used a 5-point Likert scale.

Table 1. Criteria for Research Questionnaire Scores

No	Criteria	Score
1	Strongly Agree (SA)	5
2	Agree (A)	4
3	Neutral (N)	3
4	Disagree (D)	2
5	Strongly Disagree (SD)	1

3. RESULT AND DISCUSSION

3.1 Description of Respondent Data

The total sample taken in this study was 97 people who could be categorized based on their gender. A total of 22 people (23.0%) were male and 75 people (77.0%). The data results can be seen in the following table.

Table 2. Characteristics of Respondents Based on Gender

No.	Gender	Number (People)	Percentage
1.	Male	22	23.0%
2.	Female	75	77.0%
Total			100.0%

Source : Data Process (2023)

3.2 Validity and Reliability Test Results

Respondents used in the pretest process of this test were 30 respondents. The criteria used from the research results are to compare r count with r table. If r count is greater than r table then the instrument item can be said to be valid. In the calculation process of the reliability test, the author will be assisted by SPSS 25. The results of the dependent and independent variable validity and reliability tests can be seen from the following Table 3:

Table 3. Validity Test Results of Service Quality Variables (X) and Customer Loyalty Variables (Y)

Item	r-count	Status	Cronbach's Alpha	Status	Item	r-count	Status	Cronbach's Alpha	Status
X1	0,665	Valid	0,668	Reliable	Y1	0,366	Valid	0,642	Reliable
X2	0,386	Valid			Y2	0,546	Valid		
X3	0,439	Valid			Y3	0,676	Valid		
X4	0,367	Valid			Y4	0,367	Valid		
X5	0,646	Valid			Y5	0,453	Valid		
X6	0,437	Valid			Y6	0,496	Valid		
X7	0,616	Valid			Y7	0,452	Valid		
X8	0,406	Valid			Y8	0,412	Valid		
X9	0,617	Valid			Y9	0,561	Valid		
X10	0,427	Valid			Y10	0,566	Valid		

Source : Data Process (2023)

Based on the test results of the table above, it can be seen that 10 statement items from the service quality variable (X) are declared valid because the calculated r value is greater than the r table value. Based on the results of testing the table above, it is also known that 10 statement items from the customer loyalty variable (Y) are declared valid because the calculated r value is greater than the r table value. Based on the table above, it can be seen that the reliability instrument coefficient (cronbach's alpha) of the service quality variable (X) is 0.668 > 0.600 so that the instrument of the service quality variable (X) is declared reliable, meanwhile customer loyalty variable (Y) is 0.642, so the instrument of the customer loyalty variable (Y) is declared reliable.

3.3 Normality Test Results

According to Sujarweni (2021: 102), the normality test means a test that can measure whether our data has a normal distribution so that it can be used in parametric statistics. The technique used to test the normality of data is the Kolmogorov - Sminorv technique with SPSS 25. Data will be declared normal if the significance is more than 0.05. Data that are not normally distributed can use non-parametric statistics. The normality test is carried out by comparing the data we have with normally distributed data which has the same mean and standard deviation as our data.

Table 4. Normality Test Results
 One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	3,35159427
Most Extreme Differences	Absolute	0,061
	Positive	0,052
	Negative	-0,061
Test Statistic		0,061
Asymp. Sig. (2-tailed)		0,200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source : Data Process (2023)

From the table above, it can be seen that the significance value for the service quality variable (X) and customer loyalty (Y) is 0.200 and greater than 0.05, so it can be concluded that the data can be normally distributed.

3.4 Linearity Test Results

The linearity test is used to show whether or not there is a strong linear relationship between variables. The linearity test is usually used as a prerequisite in correlation or linear regression analysis. Testing was carried out in the SPSS program with the Test for Linearity at the 0.05 significance level. Two variables are declared linear if the significance is less than 0.05. (Feliona et al., 2022)

Table 5. Linearity Test Results
 ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X	Between Groups	(Combined)	253.055	12	21.088	1.891	.047
		Linearity	111.532	1	111.532	10.000	.002
		Deviation from Linearity	141.523	11	12.866	1.154	.332
	Within Groups	936.862	84	11.153			
Total			1189.918	96			

Source : Data Process (2023)

Based on the table above, it can be seen that the significance value of Deviation from Linearity of service quality variables on customer loyalty is 0,002 and smaller than the significance level of 0.05. Thus it can be concluded that the service quality and customer loyalty variables have a significant linear relationship.

3.5 Colleration Test Results

Correlation coefficient analysis is used to determine the direction and strength of the relationship between two or more variables. The direction is expressed in the form of positive and negative relationships, while the strength or weakness of the relationship is expressed in the magnitude of the correlation coefficient. the magnitude of the correlation coefficient (Andini, 2020).

The correlation coefficient (r) shows the degree of correlation between the independent variable and the dependent variable. The correlation coefficient value must be within the limits of -1 to +1 (-1 < r ≤ +1) which results in several possibilities, including as follows:

- a. A positive sign indicates a positive correlation in the variables tested, which means that any increase and decrease in the values of X will be recognized by an increase and decrease in Y. If r = +1 or close to 1, it indicates that the positive influence between the variables tested is very strong.
- b. A negative sign indicates a negative correlation between the variables tested, meaning any increase in X values will be followed by a decrease in Y values and vice versa. If r = -1 or close to -1, it indicates a negative influence and the correlation between the variables tested is weak.
- c. If r = 0 or close to 0 then it shows a weak correlation or there is no correlation at all between the variables being studied and tested.

Table 6. Correlation Test Results

		Correlations	
		Service Quality	Customer Loyalty
Service Quality	Pearson Correlation	1	.306**
	Sig. (2-tailed)		.002
	N	97	97
Customer Loyalty	Pearson Correlation	.306**	1
	Sig. (2-tailed)	.002	
	N	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

Source : Data Process (2023)

The correlation value ranges from -1 to 1, the closer to 1, the stronger the relationship between the two variables. From the results of the correlation test, it is found that the correlation value obtained is 0.306, which means that the level of relationship between the service quality variable and customer loyalty is quite high.

3.6 Determiation Coefficient Test Results

The coefficient of determiation (Goodness of fit), denoted by R2 is an important measure in regression. Determiation (R2) aims to calculate the effect of the independent variable on the dependent variable. The higher the R2 value, the greater the proportion of the total variation in the dependent variable that can be explained by the independent variable. (Sujarweni, 2021: 228)

Table 7. Determiation Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.306 ^a	.094	.084	3.369

a. Predictors: (Constant), X

Source : Data Process (2023)

The formula for testing the coefficient of determiation (R2) is as follows.

$$KD = (r)^2 \times 100\%$$

$$KD = 0,094 \times 100\%$$

$$KD = 9,4 \%$$

From the results of the above calculations, it can be seen that the magnitude of the effect of service quality (X) on customer loyalty (Y) is 9,4%.

3.7 Simple Linear Regression Test Results

Simple Linear Regression is an analysis that consists of only two variables, namely the independent variable and the dependent variable. Simple Linear Regression can be described as follows following (Sahir, 2021):

$$Y = a + bX$$

Table 8. Simple Linear Regression Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	23.605	5.334		4.426	.000
Service Quality	.410	.131	.306	3.135	.002

a. Dependent Variable: Customer Loyalty

$$\hat{Y} = a + bX$$

$$\hat{Y} = 23,605 + 0,410 X$$

The explanation of the equation is as follows :

1. If the service quality have increased, customer loyalty is 23.605.
2. The service quality regression coefficient (X) is 0.410, which means that if the service quality increases or adds one unit, it can increase customer loyalty by 0.410.

3.8 F-Test Results

The F test is carried out so that it can be known whether or not there is a positive and significant influence between the service quality variable (X) on the customer loyalty variable (Y). So it is necessary to do the F test to be able to test the hypothesis in this research.

Table 9. Simple Linear Regression Test Results
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	111.532	1	111.532	9.825	.002 ^b
Residual	1078.386	95	11.351		
Total	1189.918	96			

a. Dependent Variable: Customer Loyalty (Y)

b. Predictors: (Constant), Service Quality (X)

Based on the table above, it can be seen that the fcount value for variable X is 9.825 (fcount 9.825 > ftable 3.941) with a significance level of 0.002 (sig value 0.002 < α 0.05). So it can be concluded that H0 is rejected and Ha is accepted, meaning that the service quality variable has a positive and significant effect on customer loyalty at Teko Healthy Resto, Medan.

3.9 Discussion

The calculation process of all the tests above, the author is assisted by SPSS 25. The results of data processing obtained from this study can be seen in the test results above and the authors formulate the discussion below.

1. Based on the results of the validity test, all statements for the service quality and customer loyalty variables are accepted / valid. And for the results of the reliability test carried out on the data that has been collected, the reliability value of the service quality variable is 0.668 and the reliability value of the purchasing decision variable is 0.642. This proves that the questionnaire used is reliable or can be used..
2. Based on the normality test carried out, it shows that the significance value is 0.200 > 0.05, which means that the data is normally distributed.
3. Based on the linearity test conducted, it shows that the two variables have a linear relationship with a significance value of 0.002..
4. Based on the correlation test conducted, it shows that the Pearson correlation value between the two variables is 0.306. This means that there is a positive relationship between service quality and customer loyalty.
5. Based on the coefficient of determination test, the service quality variable affects the customer loyalty variable by 9.4%, while the remaining 90.6% indicates that the quality variable of customer loyalty is influenced by other variables not examined by researchers in this study.
6. Based on the results of the simple linear regression test, it shows that the constant value is 23.605, which means that if there is no increase in service quality (X), the value of customer loyalty (Y) is 23.605. The coefficient of the product quality variable (X) is 0.410, which means that every increase or increase of 1 unit of service quality (X) will increase customer loyalty (Y) by 0.410 times.
7. Based on the F test, it is found that H0 is rejected and Ha is accepted, because fcount > ftable (9.825 > 3.941), which means that the service quality variable has a positive and significant effect on customer loyalty at Teko Healthy Resto, Medan.

4. CONCLUSION

Based on the results of research on the effect of service quality on customer loyalty at Teko Healthy Resto, Medan. Then the author can draw a conclusion that according to the evidence and data that has been collected, there is a significant influence between service quality variables on customer loyalty variables at Teko Healthy Resto, Medan. The results obtained also show that the service quality variable has positive results with the customer loyalty variable. Then from the results of the coefficient of determination that the service quality variable affects the customer loyalty variable by 9.4%, while the remaining 90.6% indicates that the customer loyalty

variable is influenced by other variables not examined by researchers in this study. From the results of hypothesis testing, it shows that H_0 is rejected and H_a is accepted, because $f_{count} > f_{table}$ ($9.825 > 3.941$), which means that the service quality variable has a positive and significant effect on customer loyalty at Teko Healthy Resto Medan. The author also provides suggestions besides seeing the influence of service quality, Teko Healthy Resto should also be able to see the influence of other factors such as price factors, product quality factors and convenience factors. It is intended that Teko Healthy Resto can still increase customer loyalty, and have added value to be able to compete with other places.

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