



Increasing customers' loyalty. The contribution of marketing strategy, service quality and customer satisfaction

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ABSTRACT

There are several factors that can increase consumer loyalty. This research was carried out on all consumers of Wuling cars who make a purchased and cars services until October 2018 at the sales office of PT. SGMW Motor Indonesia in Makassar City (South Sulawesi). So that the number of samples obtained is 153 customers. The results of the analysis of the Structural Equation Model using the help of analysis of moment structures 22 provide evidence that several factors have been shown to increase customer loyalty (i.e. marketing strategy and customer satisfaction). Service quality is only able to improve customer satisfaction. The practical implications of this study provide increased customers knowledge and management of PT. SGMW Motor Indonesia in Makassar City in increasing customer loyalty. The limitations of this study on the sample size that only using Wuling customers and only carried out in Makassar City, thus limiting the ability to generalize the research findings. The originality of this study provides a basis for the configuration of modeling development by using structural equation modeling and conceptual models that prove the influence of marketing strategy, service quality on customer loyalty by including customer satisfaction which in the previous study was carried out separately. The role of mediating customer satisfaction is proven to be able to increase customer loyalty in a high direction.

Keywords: Marketing strategy, service quality, customer satisfaction, loyalty

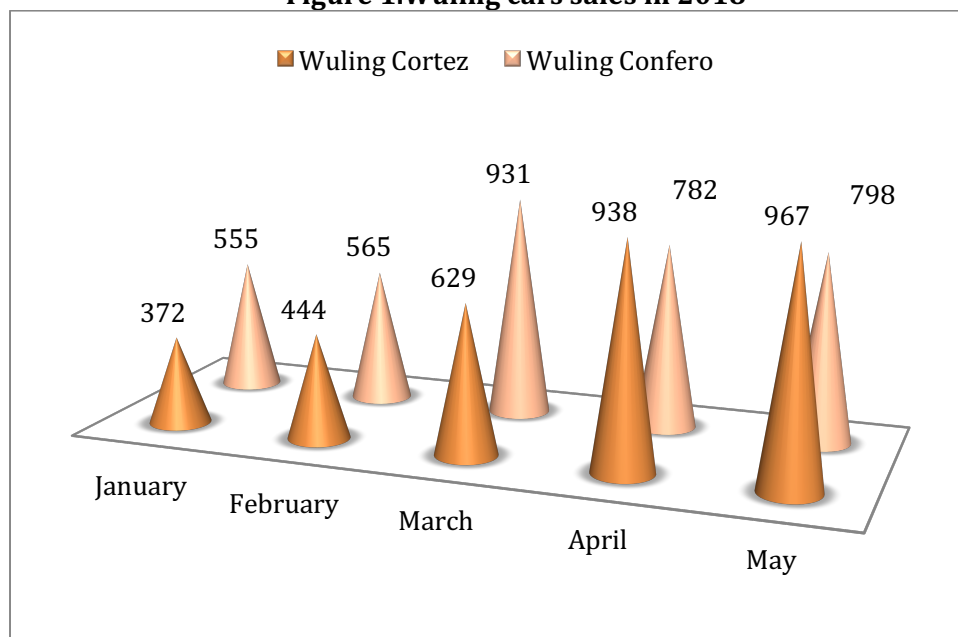
INTRODUCTION

The automotive industry is one sector that plays an important role in supporting the smooth development, especially in supporting the smooth operation of business and community mobility in carrying out its activities. The car marketing system in Indonesia is carried out through its own dealers who determine the location and operational procedures of the company regulated by each licensee exclusive agent or ATPM, a national company designated by a brand manufacturing company to exclusively market, import, distribute and serve after-sales services in certain areas. The public interest in car vehicles is very high, that is what is considered as the market potential by the ATPM. Alternative choices for consumers in purchasing cars more and more can be seen in terms of brand, price and type. These conditions indicate the high competition in the world of the automotive industry.

Over the past two decades the Chinese automotive industry has grown at a staggering pace. Since 2013, China has overtaken the US to become the largest automotive market in the world, while maintaining its growth trajectory. The rapid growth in domestic production capacity was underpinned both by the investments of foreign multinationals from the advanced multinational economies (AMNEs) as well as the creation of indigenous Chinese car producers.

Leveraging the growth of its domestic market, China aimed to establish her own 'national champions' and ultimately Chinese emerging market multinationals (EMNEs) through explicit policy intervention (Hertenstein & Williamson, 2018). Wuling Motors is a Chinese vehicle brand by Liuzhou Wuling Automobile Industry Co., Ltd. Wuling Motors is a Chinese vehicle brand that produces two car brands in Indonesia, namely Wuling Confero and Wuling Cortez. Both of brands are vehicles with MPV types. Wuling Cortez is a family car with a capacity of seven passengers. This model fills the medium MPV segment, competing with Wuling, there is Kijang Innova. Whereas Wuling Confero is a seven passenger, the cars are low MPV. This model competes with Wuling Avanza, Mitsubishi X-pander, Daihatsu Xenia, Suzuki Ertiga, Honda Mobilio, Honda BR-V, and Nissan Grand Livina. Wuling Motors was established in Indonesia in August 2015, and is a subsidiary of SAIC-GM-Wuling Automobile Company Limited (SGMW) is a joint venture between three major shareholders of SAIC Motor Corporation Limited, General Motors, and Guangxi Automobile Group Co., Ltd.

Figure 1. Wuling cars sales in 2018



The sales of PT SGMW Motor Indonesia, as an exclusive licensee or ATPM Wuling Motors were able to reach the top 10 best-selling brands in 2018. Although the price offered by Wuling is relatively cheap, Wuling's sales are still behind its competitor products such as Avanza, Ertiga, Mobilio, X-pander, and Xenia that can reach 2000 units per month. The biggest contribution of Wuling products is Wuling Confero. Those cars fill the low multipurpose vehicle (MPV) segment. The phenomenon seen from several ATPM dealers which are observed in competing for market share shows that there are observation gaps, namely ATPM dealers that no longer apply the traditional product marketing concept (4P) or service marketing (3P), but combine to become a 7Ps concept, car (product) with several different types and models, different prices (prices), ways to promote (promotion) by displaying displays at showrooms (places), customers get assurance of service from skilled and professional employees (people), supported by availability facilities and infrastructure for after-sales service (physical evidence) with a diverse purchasing process (process). 7Ps marketing strategy (product, price, promotion, place, people, physical evidence, process) is an effective method of marketing products and services to customers (Adrian Payne, 2003: 32).

LITERATURE REVIEW

Marketing strategy

Marketing strategy includes marketing products and services, combining product and service marketing concepts is an appropriate strategy to produce results or benefits, the application of the 7Ps concept is a complex marketing strategy concept. Applying the concept of 7Ps could be making efforts to perfect the role of marketing to produce optimal profits (Al Muala & Al Qurneh, 2012: 2). Marketing strategy is divided into the product marketing strategy model, which consists of products (prices), promotions (prices), promotions (places), and commonly called 4Ps and 3Ps services marketing strategy models (people, physical evidence, process). Product marketing strategy is a marketing strategy that is applied to obtain the achievement of target markets (Kotler & Keller, 2009: 15).

Empirical evidence shows that marketing strategy on the place and promotion dimension has a significant effect on customer satisfaction, while product dimensions and prices are not significant for customer satisfaction (Wahab et al., 2016). The results of previous studies prove that product, place, promotion, people, processes, and physical evidence are significant for satisfaction while price is not significant for customer satisfaction (Sarker et al., 2012).

Services quality

The success of marketing products and services is determined by quality. Quality is the highest appreciation of the act of service. There are five considerations of a company implementing service quality (Marcel, 2003: 192), namely: (a) Maintaining the existence of the company from customers; (b) Ensuring continuity of marketing activities; (c) Realizing customer satisfaction; (d) Growing customer trust and image; (e) Growing customer loyalty. The expected quality of service is determined by the quality of service. Measurement of service quality consists of responsiveness, assurance, physical evidence, empathy and reliability (Parasuraman, 2001: 162).

Previous studies provide evidence that service quality has a significant influence on customer satisfaction and loyalty (Normasari, 2013). The evidence obtained rebuttal from other researchers that service quality has a positive and not significant effect on customer satisfaction and loyalty (Lai et al., 2009). Other research gaps show that service quality has no significant effect on satisfaction and loyalty (Qomariah, 2012). These findings are denied that service quality has a significant effect on customer satisfaction (Harianto, 2013).

Customer satisfaction

Term of customer satisfaction is so popular that it is very easy to get in the marketing literature and has a very deep understanding, so that it becomes the goal or target to be achieved by business organizations like now (Parker & Mathews, 2011: 38). The use of the term satisfaction in the modern era tends to be widespread and has to do with the words "satisfactory" and "satisfy". However, the term customer satisfaction in the marketing management literature itself has a very specific meaning. According by Barnes (2011; 359) the satisfaction is a customer satisfaction assessment response to the fulfillment of needs, desires, hopes and goals according to the assumptions of satisfaction that are chosen, felt, pleasing and fulfilled various demands. Expectation disconfirmation theory explains that satisfaction is a gap in fulfilling needs and desires, followed by gaps between expectations, and desired goals (Oliver, 1980: 469).

High customer satisfaction is proven to increase customer loyalty (Normasari, 2013). Inconsistency of findings in previous studies, that consumer satisfaction has a significant effect on loyalty (Harianto, 2013). While the results of other studies Customer satisfaction has a

positive and significant effect on the desire to repurchase, but not significantly with the desire to provide recommendations as a representation of customer loyalty (Kim, 2014).

Customer loyalty

O'Maley (1998; 50) suggests the concept of loyalty which consists of four categories, namely: loyalty, ambiguous loyalty, latent loyalty, and sustainable loyalty. Customer loyalty to the product can be assumed to be the same as service loyalty, because customers who already know a service will cross their minds about the product, then the possibility of loyalty can be measured by three things (Peter 2003: 81), namely: (a) Proportion of service requests. Loyalty is measured by a certain percentage; (b) Order of services; (c). Probability of service requests. This measure, the proportion and order of service requests is combined to calculate the probability of services based on the history of demand. George (2007: 38) explains that manifestations of marketing loyalty are repeat purchases, provide recommendations and form positive responses to products and services, which are measured by: (a) Continue purchasing, which is customer compliance by always using goods and services from company brands that similar; (b) Recommend friend, which is the attitude of propaganda that always recommends the superiority of goods and services of the same company to other people than other companies; (c) Say positive things, which are not affected by other products as a consistent attitude of customers who use goods and services marketed by interested companies or certain brands.

The results of previous studies provide evidence that marketing strategy on the dimensions of products and prices has a significant effect on customer loyalty, on the other hand the dimensions of place and promotion have no significant effect on customer loyalty (Wahab et al., 2016). Other studies show that the product and place have a significant effect on loyalty, while the price, personnel and process have no significant effect on loyalty (Al Muala & Al Qurneh, 2012).

RESEARCH METHODS

Quantitative research is designed to answer the problems that have been formulated and the objectives to be achieved and test the hypothesis. The structure of the investigation is arranged in such a way that the researcher gets answers to the research questions that have been proposed (Kerlinger, 1986). The population in this study was all customers of PT. SGMW Motor Indonesia, who make purchases cars and service until October 2018. Determination of samples is carried out at all sales offices in Makassar City, to obtain 153 samples (customers). The data analysis technique used in explaining the problem in this study is the analysis of Structural Equation Modeling (SEM) using analysis of moment structures version 22.

RESULTS

Respondent

Explanation of the characteristics of respondents is used to describe the description of the respondent's identity according to a predetermined research sample. The characteristics of respondents are used, including: Age, Gender, Marital status, education level and type of work and respondent's income each month, for this it can be shown as follows:

Table 1. Respondents

Characteristics		Frequency (N = 153)	Percent
Sex	Male	89	58.17
	Women	64	41.83
Ages	20 - 29 Year	2	1,31
	30 - 39 Year	31	20,26
	40 - 49 Year	39	25,49
	50 - 59 Year	61	39,87
	> 60 Year	20	13,07
	Civil Servants	47	30.72
Occupation	Army / Police	17	11.11
	State-owned enterprises	43	28.10
	Private Owned Enterprises	25	16.34
	Entrepreneur	21	13.73

Now day consumers increasingly need quality products with better quality and value for consumers themselves. Based on gender, consumers of the Wuling cars are dominated by men, which is 58.17%, while the rest are women, which is 41.83%. Conditions show that men have a high tendency to purchase Wuling cars compared to women. The results of this respondent's description provide evidence that consumers of four-wheeled vehicles in developing countries are more male-dominated, because men are seen as having high levels of mobility compared to women (Darley & Smith, 1995) so that they need to have a wheeled vehicle four. The selection of Wuling cars by men is due to various considerations, including the resale price of Wuling cars higher than other branded cars and the availability of spare parts and service networks throughout Makassar City compared to other car brands.

The ages is a representation of consumer knowledge in making purchasing decisions for Wuling cars, that the higher the age of consumers, the more clearly their consideration in making a purchase. The table above shows that the respondents are dominated by ages 50 - 59 years which is equal to 39.87%. These results prove that consumers already have jobs so that they are able to make purchases, referring to the concept of impulse buying. It can be stated that generally consumers of Wuling cars in Makassar make unplanned car purchases, that buyers aged 50-59 years are more impulsive buying, compared to the age above (Belenger et al., 1978).

At present there are many Car Brands that can be used by consumers. The selection of Car Brands is very dependent on consumer knowledge of the Car Brand, that the higher the level of consumer knowledge, the more intelligent the consumer is in making his choice. Consumers with a high level of education will be more selective in making purchases (Bruwer, 2004). The types of jobs that consumers have are identical to their mobility in carrying out their activities according by Kotler & Armstrong (2010: 87); one's work also influences consumption patterns. Characteristics of respondents based on employment were dominated by civil servants, which amounted to 30.72%. This condition explains that the ability to own Wuling cars is more characterized by civil servants considering the relatively affordable price of Wuling cars which can support their high mobility.

Research Variables

This study uses 2 (two) exogenous variables, namely marketing strategy and service quality, then acting as intervening variables is customer satisfaction while for exogenous variables is customer loyalty. The results of data processing show that price is the first indicator that has

the highest average score among other indicators in the marketing strategy variable measurement. Respondents' responses to the price of the majority said they strongly agreed or an average of 4.27. This situation reflects that seen from the price indicator which is the respondent's response to the selling price on the road, the Wuling cars generally states that it is very agreeable if it is used as a marketing strategy indicator or indicator so it must be maintained by the management in the Wuling cars marketing. Customers assess if the price offered and the cooperation between PT. SGMW Motor Indonesia and the management of the finance company is a very important approach in the Wuling cars marketing.

Tangible is the most important indicator in explaining the service quality variables and highest compared to other service quality measurement indicators. Respondents' responses to the Tangible indicator in general respondents strongly agree with the average value of 4.41. That the respondent strongly agrees with the availability of equipment and the appearance of the product as well as the appearance of the employee that is clearly shown to the customer, this is evidenced by the availability of company equipment which is deemed in accordance with the type of service expected by the customer. The most important indicator in analyzing customer satisfaction is evidenced through indicators of need; with the average frequency dominated in the statement strongly agree with a value of 3.89. The need is the respondent's response to the suitability of the needs of consumers in making product purchases and using services before and after the purchase. The representation of the very agree or very satisfied answers is shown through the quality of the Wuling car marketed by the company that has more advantages compared to competitors and according to customer needs.

The most important and highest indicator in explaining customer loyalty variables is evidenced in the indicator of loyalty to make purchases, in general respondents agree, with the average value of respondents' responses amounting to 4.29. Loyalty in making purchases is the respondent's response to customer compliance to always use Wuling car products and company services. The results of testing the validity of research variables using the product moment correlation coefficient indicate that all indicators used in measuring the marketing strategy variable are above the r value of ≥ 0.30 (cut of point) required and at a significant level of 0.05. The reliability testing of research instruments was carried out using the Cronbach's alpha method, if the measured value of the reliability coefficient is > 0.60 . Instruments are said to be reliable if they can be used to measure variables repeatedly which will produce the same or only slightly variable data (Uma Sekaran, 2003: 112).

Descriptions of each variable can be described as follows:

Table 2. Variable description

Variables	Indicator	Mean	Person correlation ($r \geq 0,30$)	Cronbach's alpha
Marketing strategy	Product	3.51	0,61	0.71
	Price	4.27	0,67	
	Promotions	3.68	0,70	
	Place	3.15	0,68	
	People	3.79	0,71	
	Process	3.67	0,68	
	Physical Evidence	4.01	0,64	
	Responsiveness	4.03	0,77	
Service Quality	Guarantees	3.89	0,75	0,79
	tangible	4.41	0,79	
	Empathy	3.92	0,68	
	Reliability	3.79	0,67	
	Needs	3.89	0,76	
Customer satisfaction	Desire	3.69	0,71	0.82
	Hope	3,53	0,73	
	Objectives	3.77	0,70	
Customer loyalty	Loyalty	4.29	0,88	0.85
	Referencing	3.97	0,86	
	Positive response	3.63	0,76	

Analysis of moment structures

A path analysis model of the full model path diagram structural model, which is used as a basis for comparing the model suitability index with the cut-off value after the Modification Indices, results of the alignment test (Goodness of fit test) can be shown: Chi-square ($df = 107$) = 131,007 ; Probability = 0.127; RMSEA = 0.016; CMIN / DF = 1,129; GFI = 0.979; AGFI = 0.961; CFI = 0.996 and TLI = 0.989. The Modification Indices, it was shown that the structural model had met Goodness of fit tests, namely the suitability of the Model with the cut-off value, because of the eight existing model suitability criteria, the final model had fulfilled a total of 8 (eight) model suitability criteria. Refer to the principle of parsimony (Solimun, 2004; 89; Toban & Sjahrudin, 2016). That if there are one or two goodness of fit criteria that have met the expected value, the model can be said to be good or the conceptual and theoretical development of the hypothesis model can be said to be supported by empirical data.

H₁: Marketing strategy has a positive and significant effect on customer satisfaction.

The first hypothesis, namely marketing strategy has a positive and significant effect on customer satisfaction can be proven by the value of standardized regression weight estimate of 0.241 with a positive direction. The positive coefficient of influence means that a good marketing strategy results in an increase in customer satisfaction. These results can also be proven by the value of the critical ratio (cr) = 2.775 > 2.00 ($t_{\text{statistics}}$) and the probability value of $0.000 < \alpha = 0.05$. The results of testing the first hypothesis prove that, marketing strategy has a positive and significant effect on the satisfaction of Wuling car customers at PT. SGMW Motor Indonesia in Makassar.

Based on the results of the focus group discussion, that some things that cause marketing strategy have a positive and significant effect on customer satisfaction and from the results of discussions conducted on one of Wuling's car showroom dealers, a positive and significant

effect of marketing strategy on customer satisfaction are largely due because the company has quality facilities and infrastructure, that with these facilities and infrastructure customers can obtain information about products and purchasing systems so that it has an impact on the high interest or desire of customers to make product purchases and use company services.

The results of this study support the theory of customer interaction, that the dissemination of information or the introduction of a product and service because of the strong impression of products and services that are interacted between customers (Chandler. 2009: 21). Then the results of this study support the theory of marketing strategy that by combining the concepts of products and services in the marketing strategy whose application is carried out to obtain profits (Gatignon, H, 1993: 697). The results of this study support some of the findings of previous researchers who provide evidence that marketing strategy on the place and promotion dimension has a significant effect on customer satisfaction, while the product dimensions and prices are not significant for customer satisfaction (Wahab et al., 2016). This study has similarities with the findings of Sarker et al. (2012), that marketing strategy on the dimensions of product, place, promotion, people, processes, and physical evidence is significant for satisfaction while the price dimension is not significant for satisfaction. The support of the research results is also aimed at the findings by Mohammad Haruna Isa (2015: 71), that products, processes, and physical evidence significantly influence satisfaction. Prices, promotions, places and people have no significant effect on satisfaction. Then fully support the findings of other researchers that marketing strategy has a positive and significant effect on customer satisfaction (Murshid et al., 2014; Chen, 2016). Such empirical evidence rejects the findings of Garg et al. (2016), that product, price, promotion, and place as elements of the marketing mix do not significantly influence customer satisfaction.

H₂: Marketing strategy has a positive and significant effect on customer loyalty.

The third hypothesis testing, namely marketing strategy has a positive and significant effect on customer loyalty, can be proven by the value of standardized regression weight estimate of 0.361 in a positive direction. The positive coefficient of influence means that a good marketing strategy results in an increase in customer loyalty. These results can also be proven by the value of the critical ratio (cr) = 2.583 > 2.00 ($t_{\text{statistics}}$) and the probability value of 0.022 < α = 0.05. The results of testing the third hypothesis prove that marketing strategy has a positive and significant effect on customer loyalty.

The causes of the positive and significant influence of marketing strategy on customer loyalty, based on the results of focus group discussions, are known to be positive causes and the significant influence of marketing strategy on customer loyalty, because customers believe that Wuling car products are quality cars, competitive prices, marketing communication through promotion is done well, dealer showrooms are easily accessible, employees who have concern for customers and the availability of adequate facilities and infrastructure are the triggers for the creation of high customer loyalty. The statement explained that the creation of customer loyalty cannot be fulfilled by just one dimension but the overall dimensions inherent in marketing strategy.

Cultural factors have the most extensive and profound influence on consumer behavior. Marketing must know the roles played by cultures, sub-cultures, and social classes. Culture refers to ideas, symbols that have meaning to communicate, value, do interpretation and evaluation as members of society. Culture can be seen from the beliefs, views and habits of consumers towards a product. The higher of costumers trust in the product, the higher the

customer's decision to make a purchase and in turn increase customer loyalty (Anoraga, 2007: 227).

The results of this study support the theory of the assumption of loyalty (premium loyalty) that evaluating loyal or non-loyal customers is seen from loyalty to repurchase regularly, always recommends reference experiences to others for services received and shows a positive response to the services offered (Griffin, 2005: 36). Support for the findings of previous researchers, aimed at studies conducted by Owomoyela & Oyeniyi (2013); Farahani, & Lafva (2016) that the elements of marketing strategy (i.e. product, price, place and promotion) have a significant effect on consumer loyalty. Then it has similarities with the findings of Al Muala & Al Qurneh (2012) that the product and place have a significant effect on loyalty, while the price, personnel and process have no significant effect on loyalty. This study supports the findings by Wahab et al. (2016) that the product and price are significant to customer loyalty, on the other hand the dimensions of the place and promotion are not significant to customer loyalty.

H₃: Service quality has a positive and significant effect on customer satisfaction.

The second hypothesis, namely service quality has a positive and significant effect on customer satisfaction, can be proved by the value of standardized regression weight estimate of 0.406 with a positive direction. The positive coefficient of influence means that the high quality of services provided results in an increase in customer satisfaction. These results can also be proven by the value of the critical ratio (cr) = 3.317 > 2.00 ($t_{\text{statistics}}$) and the probability value of $0.000 < \alpha = 0.05$. The results of testing the second hypothesis prove that marketing strategy has a positive and significant effect on customer satisfaction.

The positive cause and the significant influence of service quality on customer satisfaction, due to the availability of Wuling dealer showrooms that can provide services, so that many alternatives can be used by customers to satisfy their needs, other facts that the equipment owned by the Wuling dealer showroom can fulfill customer satisfaction with employees, that in general they have been given training that is deemed sufficient to satisfy customer desires. Based on the results of the discussion, it can be concluded that Wuling's showroom management in Makassar has a high concern in providing services to customers so that customers can fulfill their desires (customers feel satisfied with the quality of services provided).

The results of this study support of value-percept theory, which views satisfaction as an emotional response triggered by cognitive evaluation processes (based on feelings) (Parker & Mathew, 2001). The same support to the theory of the gaps (gap theory) that satisfaction is a gap fulfilling the needs and desires continued gap between the expectations, with the desired goal (Oliver, 1980:74). Support for the findings of previous researchers, aimed at studies conducted by Normasari, S. (2013); Harianto (2013); Sembiring (2014); Kuntari et al., (2016); Safitri et al. (2016) that service quality has a significant influence on customer satisfaction variables. Then also supports the findings of other researchers who analyze the dimensions of service quality, that tangibility, reliability, empathy, responsiveness, and assurance have a significant and positive effect on customer satisfaction (Al Muala, 2016). The results of this study are different from the findings (reject) Lai et al., (2009); Qomariah, N. (2012), that service quality has a positive effect and does not significantly on customer satisfaction.

H₄: Service quality has a positive and insignificant effect on customer loyalty.

The fourth hypothesis, namely service quality positive and insignificant effect on customer loyalty can be proven by the value of standardized regression weighting of 0.039 with a

positive direction. Positive effect coefficients mean that high service quality, resulting in an increase in customer loyalty. These results can also be proven by the value of the critical ratio (cr) = $0.256 < 2.00$ ($t_{\text{-statistics}}$) and the probability value of $0.611 > \alpha = 0.05$. The results of testing the fourth hypothesis prove that service quality has a positive but insignificant effect on customer loyalty. The cause of the insignificance of the influence of service quality on customer loyalty, can be seen based on the results of the focus group discussion, that in some showrooms dealers apply a very strict indentation system to customers in purchasing and service cars, because according to customers sometimes indenting time is sometimes too long so that it becomes a separate assessment of the customer and then impacts on the perceptions of some customers stating that the quality of services provided is relatively low so that on several occasions it causes customers to switch to other brands or service services of other companies.

On the other hand, the availability of equipment and the appearance of products and employee service performances that are shown significantly to customers are not able to increase the customer's desire to always recommend the company's superiority compared to other companies. Other causes are not significant service quality to customer loyalty. The results of this study are in line with the statement of Lupiyoadi & Hamdani (2006: 81), that low quality will lead to the unwillingness of customers to repurchase, and for that customers who are disappointed and will share their experiences with others so that the customer's decision to make his choice to competitors. Then support the feasibility theory that customer loyalty is reflected in the assessment of products and services that have feasibility or appropriateness (Holmes, 2009: 66). The findings of this study support the results of the study by Lai et al. (2009); Qomariah (2012); Normasari (2013), that service quality does not have a significant effect on customer loyalty variables. The results of this study reject part of the findings of Sukmono & Sudarso (2011); Sembiring (2014); Kuntari et al., (2016); Safitri et al. (2016), that service quality has a positive and significant influence on customer loyalty.

H₅: Customer satisfaction has a positive and significant effect on customer loyalty

The fifth hypothesis that satisfaction has a positive and significant effect on customer loyalty can be proven by the value of standardized regression weight estimate of 0.288 with a positive direction. Positive influence coefficients mean that high customer satisfaction, resulting in an increase in high customer loyalty. The results can also be proven by the value of the critical ratio (cr) = $3.377 > 2.00$ ($t_{\text{-statistics}}$) and the probability value of $0.000 < \alpha = 0.05$. The results of testing the fifth hypothesis prove that customer satisfaction has a positive and significant effect on customer loyalty.

The positive and significance effect of customer satisfaction on customer loyalty, are due to the very limited (few) customers who complain about the purchase of products or the use of service services. Customer's satisfaction from both aspects (i.e. product purchase and service) so that with the minimum complaints, it impacts on the customer's desire to buy back the products and services, this condition is a representation of high customer loyalty. That the more a person's level of satisfaction will further increase their loyalty to the company. Customers who feel satisfied tend to be loyal customers. Customer satisfaction can create emotional attachment to a product or service, and this creates high customer loyalty. Loyalty can be interpreted as someone's loyalty in using a product and service provided by the company.

Another fact, that satisfaction and loyalty creation is highly dependent on the level of product development or product line on the market. Satisfaction can be achieved at this stage, if there is a match between customer needs and product offerings. Customer loyalty can be created by

maintaining scarcity in offers and adding to the benefits of products / services resulting in higher customer satisfaction, which in turn can result in higher customer loyalty. The company's decision to always carry out systematic service improvement actions is a decisive umbrella in following up consumer complaints from a failure so that it is ultimately able to bind customer loyalty. That the company continues to provide good and fast service in accordance with the wishes of customers so that it becomes a trigger for the emergence of customer interest to always recommend company excellence when compared to other companies.

Customers will feel satisfaction after they make a purchase or use of service services and all of that depends on the performance offered in meeting customer expectations. In general, satisfaction is feeling happy or disappointed someone who appears after comparing the performance (results) of the product that is thought of the expected performance (results). If the performance is below expectations, the customer is not satisfied. If performance meets expectations, customers are satisfied. If performance exceeds expectations, customers are very satisfied or happy (Kotler, 2005). The results of this study support the feasibility theory that customer loyalty is reflected in the assessment of products and services that have feasibility or appropriateness (Holmes, 2009: 66). Then it supports or is in line with the results of previous studies Torres-Moraga et al. (2008) ; Lai et al. (2009) ; Al Muala & Al Qurneh (2012) ; Qomariah (2012) ; Normasari (2013) ; Hartanto (2013) ; Sembiring (2014) ; Kim et al. (2014); Ramli & Sjahrudin (2015); Wahab et al. (2016) ; Chen (2016), Kuntari et al., (2016) ; Safitri et al., (2016), that customer satisfaction has a significant effect on customer loyalty. Then the results of this study have differences with the findings Palilati (2007), that the satisfaction described by desired service satisfaction, the desired and satisfaction at the level of service is adequate service are insignificant effect on customer loyalty.

H₆: Marketing strategy and service quality. The mediating role of customer satisfaction have a positive and significant effect on customer loyalty.

The evaluation results of testing mediating variables influence marketing strategy on customer loyalty by involving mediation variables of customer satisfaction can be proven that marketing strategy has a significant effect on customer satisfaction and customer satisfaction in real influencing customer loyalty as well as marketing strategy has a significant effect on customer loyalty. The results of testing the indirect effect (indirect effect) of marketing strategy variables on customer loyalty through customer satisfaction with a p-value of $0.000 < \alpha = 0,05$. These results explain that customer satisfaction significantly acts as a mediator in explaining the effect of marketing strategy on customer loyalty. However, based on the results of the examination to determine the type of mediation, the variable customer satisfaction in the research model is said not to be a mediating variable. This means that marketing strategy has a significant effect on customer loyalty, marketing strategy has a significant effect on customer satisfaction, and customer satisfaction has a significant effect on increasing customer loyalty so that without being supported by customer satisfaction, marketing strategy can directly have a significant influence on increasing customer loyalty in a high direction.

The results of this study support the findings that prove that customer satisfaction is proven as an intervening variable in explaining the effect of marketing strategy on customer loyalty, that in order to create customer loyalty efforts that must be created first are to create customer satisfaction (Wahab et al., 2016; Al Muala & Al Qurneh, 2012). Then this study is different from Chen (2016) which proves that based on its type, satisfaction acts as a complete mediation in analyzing the effect of marketing strategy on loyalty. The evaluation results of testing mediation variables influence the quality of service on customer loyalty by involving customer satisfaction mediating variables, it can be proven that customer satisfaction has a significant

effect on customer loyalty and service quality significantly affects customer satisfaction but service quality does not significantly affect customer loyalty. The results of testing the indirect effect of service quality variables on customer loyalty through customer satisfaction with a p-value of $0.000 < \alpha = 0,05$.

These results explain that customer satisfaction significantly acts as a mediator in explaining the effect of marketing strategy on customer loyalty and based on the results of the examination to determine the type of mediation, the variable customer satisfaction in the research model is said to be perfect mediation. This means that without customer satisfaction support, the quality of service is not able to increase customer loyalty so that customer satisfaction is needed. Quality of service can provide a real influence on customer loyalty if supported by customer satisfaction. The results of this study support the findings of Normasari (2013); Harianto (2013); Kuntari et al., (2016), that customer satisfaction is proven to be a complete mediation in explaining the effect of service quality on customer loyalty. From these findings are different from the results of a study conducted by Lai et al. (2009) ; Qomariah (2012), that customer satisfaction acts as a mediator partly in analyzing the effect of service quality on customer loyalty.

CONCLUSION AND DISCUSSION

A good marketing strategy has a significant effect on increasing customer satisfaction in a high direction, this fact is caused because the showroom dealers have quality facilities and infrastructure, that with these facilities and customers. Customers can be obtain information about products and purchasing systems so that it has an impact on the high interest or desire of customers to make product purchases and use services. The higher the service quality provided, the higher the level of customer satisfaction, this fact is caused because of the large number of Wuling showrooms in Makassar that can be provide services, so that many alternatives can be used by customers to satisfy their needs, other facts that the equipment owned by Wuling dealer showrooms in Makassar can fulfill customer satisfaction creation, as well as employees, that in general they have been given training that is deemed sufficient to customer satisfy.

The creation of a good marketing strategy results in high customer loyalty. This is because Wuling car is a quality car, has competitive prices, marketing communications through promotion is done well, dealer showrooms are easily accessible, employees who have concern for customers and the availability of adequate facilities and infrastructure are the triggers for the creation of high customer loyalty. The higher the quality of services provided, but the impact has not been able to significantly influence customer loyalty. This condition is caused by the availability of equipment and the appearance of employees' products and services and the appearance that is shown well to the customer is not able to increase the customer's desire to always recommend the company's superiority compared to other companies.

The higher customer satisfaction is felt, the higher the level of customer loyalty. This condition is caused because the creation of satisfaction and loyalty is highly dependent on the level of product development or product line on the market. Satisfaction can be achieved at this stage, if there is a match between customer needs and product offerings. Customer loyalty can be created by maintaining scarcity in offers and adding to the benefits of products / services resulting in higher customer satisfaction, which in turn can result in higher customer loyalty. The company's decision to always carry out systematic service improvement actions is a decisive umbrella in following up consumer complaints from a failure so that ultimately able to bind customer loyalty.

Customer satisfaction actually acts as a mediator in explaining the effect of marketing strategy on customer loyalty. Based on the type, customer satisfaction in the research model is said not to be a mediating variable. This means that marketing strategy has a significant effect on customer loyalty, marketing strategy has a significant effect on customer satisfaction, and customer satisfaction has a significant effect on increasing customer loyalty so that without being supported by customer satisfaction, marketing strategy can directly have a significant influence on increasing customer loyalty in a high direction. Customer satisfaction actually acts as a mediator in explaining the effect of marketing strategy on customer loyalty and based on the results of the examination, the variable customer satisfaction in the research model is said to be perfect mediation (complete mediation). This means that without customer satisfaction support, the quality of service is not able to increase customer loyalty so that customer satisfaction is needed. Quality of service can provide a real influence on customer loyalty if supported by customer satisfaction.

Changes in attitudes, behavior and paradigms are needed to improve marketing strategy towards a better direction through very important conditions to be done now, namely by increasing the intensity of the introduction of products and services that can be done in the form of exhibitions, brochures, leaflets, print media and electronic media. The company management is required to increase its seriousness in providing accurate and up to date information to customers about Wuling car products and services at PT SGMW Motor Indonesia showroom dealers in Makassar. Changes in attitude, behavior and paradigm are needed to improve high service quality through a very important condition to be done now is by increasing the friendliness of service, attention, and courtesy and personal attention shown by employees at the dealer showroom so that the resolution of problems faced by customers can be immediately resolved. High customer satisfaction creation through very important conditions to be done at this time is by increasing the suitability of customer motivation in making purchases and using services that lead to their behavior to remain customers and be realized with services provided as a whole so that the customer's goals in using products and services achieved. Increased customer loyalty through a very important condition to do now, namely, the company management is required to maximize dealer showrooms to motivate their customers to be able to provide a positive response to Wuling's car and services. For advanced researchers, it is expected to develop the results of this study by adding several constructs or objects of research that have differences in terms of the characteristics of the unit of analysis.

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