

# THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER CONFIDENCE THROUGH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE AT AQIQOHKITA

Rifatus Sholihah<sup>1</sup>, Thomas Stefanus Kaihatu<sup>2\*</sup>

Ciputra University<sup>1,2</sup>

\*Corresponding author: thomas.kaihatu@ciputra.ac.id

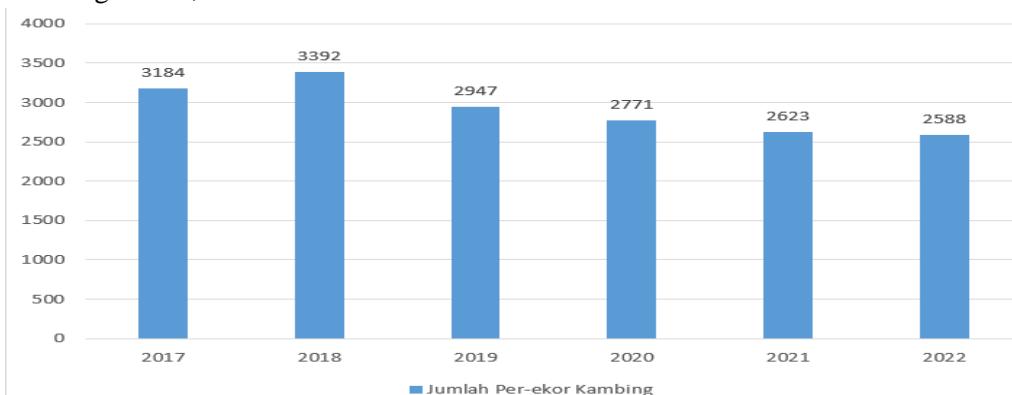
## ABSTRACT

This research aims to find out the effect of service quality on customer trust through customer satisfaction with Aqiqahkita as the research object. The variables used in this research are service quality as the independent variable, customer satisfaction as the mediating variable and customer trust as the dependent variable. The method used is quantitative mediation. The sample used in this research used a non-probability sampling method with a purposive sampling technique and the sample consisted of 110 respondents. The data collection technique in this research was carried out by distributing questionnaires using a Likert scale. The results of the analysis concluded that service quality has an influence on customer trust. Service quality also has an influence on customer satisfaction. Customer satisfaction has an influence on customer trust. There is partial mediation of service quality on customer trust through customer satisfaction.

**Keywords:** Service Quality, Customer Satisfaction, Customer Trust.

## INTRODUCTION

In the current era of increasingly tight business competition, companies are required to not only offer quality products or services, but also ensure that the services provided can meet customer expectations. This is especially important in the service sector, where service quality is a key factor in determining customer satisfaction and trust. One example of a service sector that is experiencing rapid growth is aqiqah services, such as those provided by Aqiqohkita. Aqiqohkita is one of the aqiqah service providers that focuses on organizing aqiqah events in accordance with Islamic law. In this context, the quality of services provided includes various aspects, such as reliability, responsiveness, empathy and guarantee. Although high service quality can increase customer satisfaction, the impact of this satisfaction on customer trust is not fully understood. Customer satisfaction is a customer's assessment of their overall experience with the service received. In the Aqiqohkita context, customer satisfaction can be influenced by various factors such as speed of service, employee skills, and the quality of the products provided. As a mediating variable, customer satisfaction is expected to bridge the relationship between service quality and customer trust. This can be seen from Figure 1.2, which shows a decline in sales from 2019.



**Figure 1.2 Total sales of Aqiqahkita 2017-2022**

Customer trust, on the other hand, is a crucial element that can influence repeat decisions and customer loyalty. This trust is usually built through consistently positive experiences and quality service that meets or exceeds customer expectations. The Theory of Reasoned Action can be related to predicting customer behavior by measuring beliefs, attitudes and intentions. These two factors, namely attitudes towards behavior and subjective norms, are actually taken from Ajzen's theory (Gundala et al., 2022). By understanding how customer satisfaction acts as a mediator between service quality and customer trust, Aqiqahkita can identify important areas for improvement and strategies that can be implemented to improve relationships with customers. This research aims to test the Influence of Service Quality on Customer Trust through Customer Satisfaction as a Mediating Variable in Aqiqahkita.

## **LITERATURE REVIEW**

The main theory in this research is the Theory of Reasoned Action (TRA). The Theory of Reasoned Action centers on the determinants of behavior and its determinants, namely attitudes towards behavior and subjective norms. The Theory of Reasoned Action focuses on a person's intentions to behave in a certain way. Liu and Tsaur (2020) prove that customers' shopping attitude factors influence considerations in purchasing goods and are related to shopping intentions. The use of grand theory is due to the relationship between the variables used in this research and grand theory. The relevance of this research is because in achieving customer satisfaction it creates customers who can trust the research object, so that Aqiqahkita can pay attention to good strategies in service quality by paying attention to customer behavior. Gundala et al. (2022) in their research stated that a person's desire to carry out a purchase transaction requires a process, this process exists because of stimulation from several things that can make the consumer's mind interested, buying, feeling satisfied, or even loyal to the point of making a repeat purchase in the future. Where in this research it is very relevant, with the stimulation of good service quality, consumers will get stimulation that can create satisfaction so that they can trust Aqiqahkita.

Trust as an individual's willingness to depend on the other party involved in the exchange because the individual has confidence in the other party. Trust is the basic building block of business, a business transaction involving two or more parties will occur if each party trusts each other (Pai et al., 2021). Purnama and Hidayah (2019) state that trust is an individual's willingness to depend on other parties at certain risks. This willingness arises because of the individual's understanding of the other party based on their past, the hope that the other party will make a positive contribution (although it is also possible that the other party will make a negative contribution). A person's trust in a product has its own role in shaping that person's behavior, namely by choosing a good and trustworthy product (Haron and Subar, 2020). According to Kotler and Keller (2019), customer satisfaction is the result of a customer's assessment of a product or service that has provided a level of enjoyment where this level of fulfillment can be better or less. According to Dam (2021), customer satisfaction has become one of the important characteristics that business people must focus on. A company's competitive advantage is satisfying clients better than its competitors, exceeding clients' needs, and wanting better than its competitors.

According to Kotler and Keller (2019), services are all actions that can be offered by one party to another party which are basically intangible. The performance that one person can offer to another. This act can be an intangible act and does not result in ownership of any goods or anyone (Iqbal and Kadir, 2020). A business can be said to be successful if it has good service quality. Therefore, service quality has several benefits for the success of the business

### **Service Quality on Customer Trust.**

Pai et al. (2021) in their research found that service quality influences customer trust. Test results using quantitative methods in research show that there is a significant influence on service quality variables on customer trust. Haron and Subar (2020) in their research found that service quality influences customer trust. Test results using quantitative methods in research show that there is a significant influence on service quality variables on customer trust.

**H1: Service Quality Influences Customer Trust**

### Service Quality on Customer Satisfaction

Haron and Subar (2020) in their research found that service quality influences customer satisfaction. Test results using quantitative methods in research show that there is a significant influence on service quality variables on customer satisfaction. Saneva and Chrostoseva (2020) in their research found that service quality influences customer satisfaction. Test results using quantitative methods in research show that there is a significant influence on service quality variables on customer satisfaction.

H2: Service Quality Influences Customer Satisfaction

### Customer Satisfaction on Customer Trust

Haron and Subar (2020) in their research found that customer satisfaction influences customer trust. The test results using quantitative methods in research show that there is a significant influence on the customer satisfaction variable on customer trust. Alfaruki et al. (2023) in their research found that customer satisfaction influences customer trust. The test results using quantitative methods in research show that there is a significant influence on the customer satisfaction variable on customer trust.

H3: customer satisfaction influences customer trust

### Service to Customer Trust through Satisfaction

Haron and Subar (2020) in their research found that customer satisfaction can mediate the influence of service quality on customer trust. Test results using quantitative methods in research show that there is a mediating influence on service quality variables on customer trust through customer satisfaction. Alfaruki et al. (2023) in their research found that satisfaction can mediate the influence of service quality on customer trust. Test results using quantitative methods in research show that there is a mediating influence on service quality variables on customer trust through customer satisfaction.

H4: service quality influences customer trust through customer satisfaction

## RESEARCH METHODS

The research location is Aqiqahkita which is located in Nganjuk – Baron. Sampling used non-probability sampling techniques, with a total sample of 110 samples and the type of data used in this research was quantitative data. In this research, primary data is obtained through distributing questionnaires which will be filled in by respondents who have characteristics in accordance with the object of this research. This research questionnaire will use a Likert scale. The analysis and hypothesis testing method uses the Structural Equation method (SEM) with the Partial Least Square (PLS) method using Smart PLS 3.0. PLS analysis will carry out two types of research models, namely the inner model (structural model) to test the influence between variables and the outer model (measurement model) to test the validity and reliability of each variable. A mediation variable is a variable that helps explain the relationship between an independent variable and a dependent variable.

### Outer Model Evaluation

Validity is a tool to determine whether what is being measured is valid or not (Ferdinan, 2014). Validity test measurements are divided into two, namely

#### a. Convergent Validity

Convergent validity is an indicator as a latent variable. Convergent validity will occur if the value of each item loading factor is  $> 0.70$  and each construct has an average variance extracted (AVE) value of 0.50 or more (Hair et al., 2014). Apart from that, a loading factor value of 0.5 to 0.6 is considered sufficient and suitable for use in research. Based on the previous research above, it can be said that indicators with a loading factor value  $> 0.5$  are considered significant and appropriate.

#### b. Discriminant Validity

Discriminant validity measures the extent to which an indicator differs from other indicators. This measurement can be done using the cross loading value comparison measurement method. This measurement

must have a loading value for each construct that is higher than other cross loadings. This measurement is declared valid if the average variance extracted (AVE) value is 0.50 or more (Hair et al., 2014).

### c. Composite Reliability Test

The Composite Reliability Test is a data measurement method that consistently produces the same results every time a measurement is carried out (Ferdinan, 2014). Hair et al. (2014) stated that reliability testing can be carried out in two ways, namely by looking at the composite reliability value that meets the reliability test requirements or is accepted if it is greater than 0.6, and looking at the consistency of the indicator being tested if the Conbach alpha value is above 0.6.

## Inner Model Evaluation

Evaluation of the Inner Model using the PLS method in Ghazali (2018) was carried out using the following criteria:

### a. Coefficient of Determination ( $R^2$ )

The coefficient of determination is useful for measuring the predicted influence of a free indicator on a dependent indicator (Hair et al., 2018). The  $R^2$  value is divided into several categories, namely:

- 0.67 means strong
- 0.33 means moderate
- 0.19 means weak

### b. Q<sup>2</sup> predictive relevance ( $Q^2$ )

Q Square, which is a test to obtain information about how good the observation value is as a result of the model and taking into account the parameters. If Q Square > 0, the model has predictive relevance, and vice versa, if the Q Square value < 0 then the model used shows that it lacks predictive relevance (Hair et al., 2018).

### c. Determining T Statistics

Determine the T statistic, namely a test to obtain information on whether the independent latent variable influences the dependent latent variable. The influence of each independent latent variable can also be evaluated through path analysis coefficients. The calculated T value can be obtained through a bootstrapping process with a cut off value of > 1.96. The value of 1.96 was obtained from the 0.05 significance level of the statistical test ( $|z|$ ) which shows that the cut off value must be more than 1.96 so that the hypothesis can be rejected (Hair et al., 2018).

## RESULT AND DISCUSSION

This research is research with quantitative methods and uses a Structural Equation Modeling approach. This method is a strong method of analysis because it lacks dependence on the measurement scale, sample size and distribution of residuals Garson (2016).

## Outer Model

### 1. Reliability Indicator

**Table 5.5 PLS Loading Factor Test Results**

Variables	Indicators	Loading Factor
Service Quality	KL1	0,921
	KL2	0,903
	KL3	0,861
	KL4	0,879
	KL5	0,881
Customer Satisfaction	KS1	0,905

Customer Trust	KS2	0,907
	KS3	0,913
	KP1	0,892
	KP2	0,922
	KP3	0,890

The loading factor results obtained in Table 5.5 show that all statements used in this research, a total of 11 statements, have loading factor values that comply with the minimum requirements, namely 0.5, so it can be concluded that the eleven statements used in this research are valid.

## 2. Convergent Validity (AVE (Average Variance Extracted))

**Table 5.6 PLS Construct Validity Test Results**

Variables	Average Variance Extracted (AVE)
Service Quality	0,790
Customer Satisfaction	0,825
Customer Trust	0,813

In the test results in Table 5.6, it is known that the AVE value of service quality is 0.790, customer satisfaction is 0.825, and customer trust is 0.813. All three have values that meet the requirements, namely more than 0.5, so it can be concluded that the three variables used in this research are declared valid.

## 3. Discriminant Validity (Cross Loading)

**Table 5.7 PLS Cross Loading Test Results**

	Service Quality	Customer Satisfaction	Customer Trust
KL1	0,921	0,778	0,854
KL2	0,903	0,733	0,820
KL3	0,861	0,689	0,755
KL4	0,879	0,710	0,755
KL5	0,881	0,740	0,763
KS1	0,743	0,905	0,719
KS2	0,732	0,907	0,700
KS3	0,764	0,913	0,742
KP1	0,784	0,718	0,892
KP2	0,827	0,723	0,922
KP3	0,795	0,707	0,890

The results of the cross loading test in Table 5.7 show that the indicator results for each variable have the largest value when compared with the indicator results for other variables, so that they are in accordance with the provisions and it can be stated that all statements in this study are valid.

## 4. Composite Reliability

**Table 5.8 PLS Construct Reliability Test Results**

	Cronbach's Alpha	Composite Reliability
Service Quality	0,934	0,950
Customer Satisfaction	0,894	0,934

Customer Trust	0,885	0,929
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The composite reliability results will show a value that must be greater than 0.6 to be considered reliable. In the construct reliability test results in Table 5.8, it can be seen that the composite reliability value complies with the provisions, namely greater than 0.6. So it can be concluded that the three variables are declared reliable.

#### Inner Model

##### 1. Structural Model

Before entering the inner model test, the following is the structural model in this research before the inner model is carried out. All outer model tests have been carried out and have met the requirements in accordance with the basis for decision making in this research.

#### Accuracy and Relevance of Model Predictions

**Table 5.9 Inner Model R Square Test Results**

	R Square
Customer Trust	0,803
Customer Satisfaction	0,676

Interpretation of R<sup>2</sup> in PLS-SEM is based on Table 5.9, the R<sup>2</sup> value obtained for customer trust is 0.803, while for customer satisfaction it is 0.676. Both have high value. Customer trust has a strong value because it is more than 0.75, while customer satisfaction has a moderate value because it is between 0.5 to 0.75.

Q<sup>2</sup> measures whether the observation values produced by the model and its parameter estimates are good or not. If the value found is > 0, then the model has predictive relevance and vice versa. Q-square results above zero indicate that the model has good predictive relevance.

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2_{KP}) \times (1 - R^2_{KS}) \\
 &= 1 - (1 - 0,803) \times (1 - 0,676) \\
 &= 1 - (0,197) \times (0,324) \\
 &= 1 - 0,063828 \\
 &= 0,936
 \end{aligned}$$

The Q-square result is 0.936, which means that the model has good predictive relevance because it has a high value and is close to 1

##### 2. Hypothesis Testing

The cut-off value of the T statistic is 1.96, where if the T value obtained is 1.96 it will produce a significant effect of one variable on other variables. The following is a structural model of bootstrap testing which also shows the Path Coefficient results:

**Table 5.10 Path Coefficient (Direct and In Direct Effect)**

Origin	al Sample (O)	T Statistics ( O/STDEV )	P Values	Remarks
Service Quality -> Customer Trust	0,731	9,870	0,000	Positive & Significa nt

				Positive
Service Quality -> Customer Satisfaction	0,822	23,275	0,000	& Significa nt
Customer Satisfaction -> Customer Trust	0,193	2,123	0,034	Positive & Significa nt
Service Quality -> Customer Satisfaction -> Customer Trust	0,159	2,080	0,038	Positive & Significa nt

## CONCLUSIONS AND PRACTICAL IMPLICATION

The Influence of Service Quality on Customer Trust, based on the results of the T test, it is known that service quality has an effect on customer trust. The T statistical value obtained by the service quality variable is 9.870, which is in accordance with the provisions, namely greater than 1.96. Apart from that, it also has a p value smaller than 0.05, so it can be concluded that service quality influences customer trust. A positive T statistic value indicates that the service quality variable has a unidirectional influence on the customer trust variable. In the service quality variable, the statement that gets the highest mean value is the first statement of 3.955, meaning that most respondents agree with the statement "The packaging provided by Aqiqahkita is of good quality", because according to respondents, the quality of the packaging provided or distributed to clients is proven. uses materials that are resistant to wet food and do not tear easily when compared to other brands. So this is what makes Aqiqahkita customers can trust to perform Aqiqah at Aqiqahkita, with good packaging, of course customers are not afraid that the packaging will be damaged when distributed to guests or other people who need it.

The Effect of Service Quality on Customer Satisfaction, based on the results of the T test, it is known that service quality has an effect on customer satisfaction. The T statistical value obtained by the service quality variable is 23.275, which is in accordance with the provisions, namely greater than 1.96. Apart from that, it also has a p value smaller than 0.05, so it can be concluded that service quality influences customer satisfaction. A positive T statistical value indicates that the service quality variable has a unidirectional influence on the customer satisfaction variable. In the service quality variable, the statement that got the highest mean value was the first statement of 3.955, meaning that most respondents agreed with the statement "The packaging provided by Aqiqahkita is of good quality", because according to respondents, good and strong packaging makes customers feel satisfied. , because customers do not need to worry about damage to the packaging, are not afraid that the packaging can make the food smell, and things like this are what customers expect, when customer expectations can be met, satisfaction will certainly emerge in the minds of consumers.

The Influence of Customer Satisfaction on Customer Trust, namely based on the results of the T test in the T test sub-chapter, it is known that customer satisfaction has an effect on customer trust. The T statistical value obtained by the customer satisfaction variable is 2.123, which is in accordance with the provisions, namely greater than 1.96. Apart from that, it also has a p value smaller than 0.05, so it can be concluded that customer satisfaction influences customer trust. A positive T statistical value indicates that the customer satisfaction variable has a unidirectional influence on the customer trust variable. In the customer satisfaction variable, the statement that gets the highest mean value is the second statement of 3.736, meaning that most respondents agree with the statement "I intend to recommend Aqiqahkita to other people", because according to respondents, when someone's satisfaction is achieved, the response from everyone will be various kinds, and Aqiqahkita customers don't mind recommending it to other people such as family, friends and even strangers.

The influence of product quality on customer trust through customer satisfaction, which based on the results of the T test shows that service quality influences customer trust through customer satisfaction. The T statistic value

obtained is 2.080 which is in accordance with the provisions, namely greater than 1.96. Apart from that, it also has a p value smaller than 0.05, so it can be concluded that service quality influences customer trust through customer satisfaction. A positive T statistic value indicates that the service quality variable has a unidirectional influence on the customer trust variable through customer satisfaction.

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