

## Effect of Marketing Mix, Service Quality and Customer Value on Customer Satisfaction and Customer Loyalty

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**Abstract:** This research was conducted with the aim of (1) To identify and analyze the marketing mix on customer satisfaction and loyalty. (2) Knowing and analyzing service quality has an effect on customer satisfaction and loyalty. (3) Knowing and analyzing customer value affects customer satisfaction and loyalty. This study uses a quantitative approach using primary data through questionnaires of 300 respondents with a population of 1200. The study was conducted from September to November 2020. Data was analyzed using Amos v 25 software. The results of this study indicate that: (1) Marketing mix has a not positive and insignificant effect on customer satisfaction. (2) Service quality has a positive and significant effect on customer satisfaction. (3) Customer value has a positive and significant effect on customer satisfaction. (4) Marketing mix has a positive and insignificant effect on customer satisfaction. (5) Customer satisfaction has a positive and significant effect on customer loyalty. (6) Customer value has a positive and insignificant effect on customer loyalty. (7) Service quality has a positive and significant effect on customer loyalty. (8) Marketing mix has a not positive and insignificant effect on customer loyalty via customer satisfaction. (9) Service quality has a positive and significant effect on customer loyalty via customer satisfaction. (10) Customer value has a positive and insignificant effect on customer loyalty via customer satisfaction.

**Keywords:** Marketing mix, service quality, customer value, customer satisfaction, and loyalty.

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### I. Introduction

The development of the financial sector, especially the banking structure, is expected to bring positive changes to the national economy. Why? because financial institutions, especially banks have a very important role to the movement of the wheels of the Indonesian economy. When the country is in the process of economic recovery, generally banks still can not be optimal in carrying out its main function as a financial intermediation institution. The role of banking intermediation is very influential to the economic growth of a country. When there is a decrease in the amount of credit disbursed due to prudence from the bank, indirectly there will be a slowdown in economic growth in the country concerned.

What is the role of banking in economic growth? One of the triggers for economic growth is public demand for banking credit, both consumptive and productive, which will encourage purchasing power, business passion and additional investment. This activity can ultimately create *multiplier effect*, among others, *absorption of labor*, demand for raw materials, increase in production, factory construction, increase in purchasing power, increase in tax payments, and others. This cycle ends up being economic growth. Furthermore, economic growth will encourage new investment. New investment will stimulate demand for new financing, boost consumption, purchasing power, and so on. The process of doubling effect is what gives the effect of seepage on economic growth at the regional and national levels. (Anung Herlianto, 2018)

The theoretical study above is supported by empirical studies by many economists, academics, and even studies of Bank Indonesia (BI) and the Financial Services Authority (OJK) in various observation periods in Indonesia. The results of their study generally inform that bank lending has a positive impact on economic growth in a shorter period of time if the quality of physical capital or infrastructure quality has reached a certain level so as to boost productivity and competitiveness in the real sector.

Furthermore, several other studies show that economic growth actually encourages the growth of bank performance through lending. This is possible because current economic growth can boost economic growth in the following year. As the economy grows, investment demand will increase and one of the sources of investment financing is banks.

Banks are a unique business. They do business using other *people's money*. In essence, "bank" can be interpreted as a business entity that raises funds from the community in the form of deposits and distributes them to the community again in order to improve the standard of living of the people. It is in accordance with Banking Law No. 7 of 1992 on banking which has been amended into Law No. 10 of 1998. The main activity of banking is services in the field of services that were initially only in urban centers. This is because the city

center provides an economic advantage. In its development in line with the purpose of banking to provide services to all communities, which are not only domiciled in the city center. So the location of banking began to spread to the suburbs with relatively high intensity. Pt. Bank Sulselbar as one of the banking institutions owned by the provincial, regency and city governments headquartered in Makassar, has branch offices spread throughout the city regencies in the province of South Sulawesi and West Sulawesi and in the capital city of the country (Jakarta) has a high number of customers. With the development and high number of customers will have an impact on the quality of service. The quality of service is of particular concern to PT Management. Bank Sulselbar, because they realize that all banks sell the same products and services, then the service becomes the main priority.

The focus of researchers is on the banking industry, namely PT. Bank Sulselbar, which looks at the performance of PT. Bank Sulselbar continues to increase and has positive implications for the economic growth of South Sulawesi and West Sulawesi provinces. Based on Indonesian banking statistics, the Financial Services Authority (OJK) has 115 Commercial Banks in Indonesia as of January 2019. The amount consists of 4 Persero Banks, 42 National Private Commercial Banks (BUSN) Foreign Exchange and 21 Non-Foreign Exchange BUSN. Then 27 Regional Development Banks (BPD), 12 Mixed Foreign Banks and 9 Foreign Banks. With so many banks will have an impact on the higher level of competition between the banking industry.

South Sulawesi province as one of the provinces in Indonesia with high economic growth, so this becomes an opportunity for the banking industry to develop businesses in various regencies / cities. According to the Head of Financial Services Authority (OJK) Regional 6 Sulawesi, Maluku, Papua, Zulmi, speaking at the MSME Financial Access Facility in Makassar, Thursday (12/09/2019) mentioned that a number of financial indicators showed the performance of banks in South Sulawesi experienced positive growth. Based on the financial services authority (OJK) records, total banking assets in South Sulawesi as of August 2019 grew by 6.72% yoy. Seeing the number of banks operating in South Sulawesi and all have the opportunity to progress, competition is inevitable in both products and services so it needs to be accompanied by the right marketing strategy in order to produce loyal bank customers.

Customer loyalty is an interesting issue to research because the company strives to keep its customers loyal to the products or services used so far. Loyalty is a positive attitude towards the brand, commitment to a brand has the intention to make future purchases (Mowen & Minor, 2008). Therefore, consumers who show the greatest level of loyalty to product or service activities tend to make buybacks more often and spend more money (Jumaev & Hanaysha, 2012). This means that loyal customers are customers who remain loyal using the same banking services when conducting their financial transactions.

Related to pt customer loyalty. Bank Sulselbar can be seen from the growth of the number of new customers from 2015 - 2019 as shown in the following:

**Table 1.** Growing Number of Customers At PT. Bank Sulselbar from 2015 - 2019

Branch Office	Year (person)				
	2015	2016	2017	2018	2019
Makassar	46.735	52.936	59.183	80.344	86.750
Bulukumba	18.262	18.371	19.504	25.086	25.633
Bone	20.239	25.584	26.395	30.239	31.261
Sidrap	22.642	23.954	27.472	30.251	36.490
Palopo	16.614	17.301	17.147	20.277	21.075
Mamuju	15.931	19.543	20.653	23.743	27.740

Source: *PT. Bank Sulselbar, 2020*

Based on Table 1 data. above, shows that there is a growth in the number of customers from the six Branch Offices of Bank Sulselbar in South Sulawesi and West Sulawesi. The growth in the number of customers is quite significant in the six branch offices that are used as samples representing PT. Bank Sulselbar in each region, namely; Makassar represents (Gowa, Maros, Pangkep), Bulukumba representing the region (Takalar, Jenepontoh, Bantaeng, Selayar), Bone, representing bosowasi (Soppeng, Wajo, Sinjai), Sidrap, representing Ajatappareng and Toraja areas (Parepare, Barru, Pinrang, Endrekang, Makale and Rantepao), Palopo, representing Luwu (Masamba, Belopa, Malili) and Mamuju, representing west Sulawesi (Majene, Polman, Mamasa, Topoyo, Pasangkayu)

The increase in the number of customers is one of the triggers is, because of the change in PT policy. Bank Sulselbar related to the transformation of Regional Development Bank (BPD) throughout Indonesia. Bank BPD throughout Indonesia is required to contribute more to the economic growth of their marsing regions. Pt. Bank Sulselbar conducts transformation steps and is set forth *in the Corporate Plant of Bank*

Sulselbar 2016 -2020, then carried out according to stages and in 2019 becomes momentum. Starting from the digitization of products and services have been realised, including kick off *Foreign Exchange Bank*. Another effort made by the bank is to maximize marketing performance, so that the product information excellence of PT. Bank Sulselbar to the public widely so that the public know and use pt products and services. Bank Sulselbar and they became loyal to the proud bank of this region.

Customer loyalty departs from the *Customer Relationship Management Theory* which says that a company will focus on customers and how to retain existing customers and will definitely benefit from having to get new customers, because the costs incurred to get new customers are five times greater than retaining existing customers (Tjiptono & Chandra, 2005). That is, this theory assumes that with a good relationship with customers will be able to increase the value of customers and customers are deeply committed to buying or supporting back products or services that are favored in the future (Kotler & Keller, 2008). This effort is done to keep customers loyal and return to buy. Therefore, creating good relationships with customers is very important so as to increase customer loyalty.

However, global banking competition is increasingly fierce due to the large number of banks and various products offered to prospective customers with various facilities and ease of transactions as well as the development of information technology that makes it easier for customers to transact anytime and anywhere. Previous studies have proven that when customers are satisfied with the services or services they receive, then the customer will tend to be loyal or loyal to the company, so that the company will be able to develop sustainably. This is in line with research conducted by several researchers who focus on banking, namely: (Triska, 2014) the increase in debtor satisfaction due to *prices, place, promotion, people, process and physical evidence* factors, increased satisfaction also has an impact on increasing loyalty. Quality of service improves customer satisfaction and loyalty of commercial banking industry in Malaysia (Osman, Mohamad, & Mohamad, 2015). Other research also showed that all elements contained in the quality of service have a positive and significant relationship to customer satisfaction, service quality, customer value and product excellence have a positive and significant influence on customer satisfaction (Famiyeh, Asante-Darko, & Kwarteng, 2018; Mujiharjo, 2006). However, other researchers found the opposite, where the influence of quality of service on customer satisfaction and the influence of customer satisfaction on customer loyalty has no significant and positive effect, The quality of service with *fariabel guarantee, reliability and attention* has no significant effect on customer satisfaction (Yaqin & Ilfitriah, 2015). Therefore, to increase customer loyalty there are several important factors that need to be considered, namely the marketing mix, service quality, customer value, and customer satisfaction.

Truly loyal customers are not only very potential to *be word-of-mouth advertiser*, but also most likely loyal to the company's product and service portfolio for many years (Tjiptono & Chandra, 2005). Customer satisfaction is the result of customer evaluation after making a purchase, and customers feel that the goods or services purchased have the same performance or exceed their expectations (Kotler & Keller, 2008). Customer expectations are the estimation or confidence of the customer about what will be received when using the goods or services, while the perceived performance is more to the customer's perception of what he received after using the goods or services (Ilyas, 2020). Therefore, if expectations outn outn out of perceived performance then customers will be very satisfied, so this encourages increased loyalty.

To be able to increase customer satisfaction and loyalty, one of the factors that need to be an important concern is related to the quality of service. In this case, the banking industry needs to see what the customer expects the performance of the services provided, so that it can evaluate the performance of service quality in accordance with customer expectations. Because if the customer's expectations are not in accordance with the services provided, then the customer will look for other companies that are able to meet their expectations. As the *ServQual theory* put forward by (Anantharathan Parasuraman, Zeithaml, & Berry, 1985) that in the SERVQUAL model, customer satisfaction can be treated with the level of quality of service offered. A Parasuraman, Zeithami, & Berry (1988) also revealed that customers will have a strong relationship with a brand if the *customer* gives a positive assessment of the perceived service, so it will lead to loyalty to a *brand*. Similarly, Lupiyoadi (2013) that one that can form the satisfaction and loyalty of a customer is the quality of service ( *servicequality*).

Services that have been provided by PT. Bank Sulselbar among others collects public funds in the form of savings, time deposits, demand deposits and other products, then distributes the funds in the form of loans / financing to people in need. Channeling services in the field of traffic circulation and payment of money and providing bank guarantees and also renting out storage of valuables.

Products PT. Bank Sulselbar for the collection of third party funds (DPK) namely: Savings (*Simpeda Savings, Tapemda Savings, Tabunganku, Future Savings* (Handsome), *Student Savings* (Simple), Giro (Giro Pemdada and Giro*Swasta*)and TimeDeposits. Tabungan Simpeda has been equipped with ATM Card facility whose withdrawals can be made at all ATM machines together in all banks. For Mobile Banking facilities. Customers can make various transactions, namely: transfer to all banks, purchases (credit, PLN tokens),

payments (HP payments, Samsat payments, subscription TV, PLN, PDAM, PBB, Telkom, BPJS Kesehatan, credit card payments and cash withdrawal facilities at all Indomaret cashiers. The following are the results of the disbursement of Third Party Funds (DPK) PT. Bank Sulselbar, Year 2016 – 2020. (First Quarter)

**Table 2.** Third Party Fund Raising PT. Sulselbar Bank Year 2016 – 2020  
(First Quarter)

No	Party Fund Products Third	Year (trillion)				
		2016	2017	2018	2019	2020
1	Savings	2.42 T	2.64 T	3.59 T	4.46 T	3.11 T
2	Giro	3.76 T	2.71 T	2.71 T	3.58 T	6.66 T
3	Deposits	4.84 T	6.35 T	6.35 T	6.79 T	7.47 T
Amount		11.02 T	11.7 T	12.65 T	14.83 T	17.47 T

Source: *PT. Bank Sulselbar, 2020*

After collecting third party funds, the bank disburses the funds to the people who need funds in the form of credit. Credit is disbursed for productive activities (investment credit and working capital credit) as well as consumptive credit. Table 3. the following credits that have been disbursed by PT. Bank Sulselbar from 2016 – 2020 (First Quarter)

**Table 3.** Credit distribution of PT. Bank Sulselbar Year 2016 – 2020 (First Quarter)

No	Credit	Years				
		2016	2017	2018	2019	2020
1	Investment	901.3 M	1.27 T	1.60 T	2.06 T	2.05 T
2	Working Capital	1.10 T	1.38 T	1.72 T	1.99 T	1.86 T
3	Consumerist	9.87 T	11.34 T	12.66 T	14.40 T	14.40 T
Amount		11.37 T	13.35 T	15.23 T	17.58 T	17, 83 T's

Source: *PT. Bank Sulselbar, 2020*

Table 2 and Table 3, showing an increase in the amount of third party funds and increased lending, this is because the products and services offered are in accordance with the needs and wishes of the *community, competitive interest rates (price) and* benefit customers and debtors, coupled with vigorous promotion by PT Management. Bank Sulselbar through print media (newspapers, *banners, baliho, and brochures*), advertisements on local radio and television, as well as social media (facebook and *instagram*). In addition to promotions carried out by the Management of PT. Bank Sulselbar, provincial and local governments also promoted PT. Bank Sulselbar at every opportunity and activity carried out by the Provincial Government of South Sulawesi and West Sulawesi Province. The promotion carried out by the Governor, Mayor and Regent is its capacity as a shareholder and "Power" (*power*) which is also responsible for developing the business of the regional bank. The role of shareholders is very important, because it can force the management of PT. Bank Sulselbar improves its performance, helping to realize PT. Bank Sulselbar becomes a Foreign Exchange Bank, looking for investors and other business opportunities.

Research on the influence of marketing mix, service quality and customer value on customer satisfaction and loyalty, empirically has been conducted by several researchers with different research results, including research conducted by Tjan (2015) that dimension 7 P of the marketing mix has a significant impact on customer loyalty in Plaza Indonesia. Other findings in the financial industry and other service industries also found that the marketing mix (7 P) affects customer satisfaction, service quality affects customer satisfaction, customer satisfaction affects loyalty and service quality to customer satisfaction with positive influence direction (Fadillah & Yuniati, 2016; Sari, 2018; Triska, 2014). But unlike research by (Al Muala & Al Qurneh, 2012) that the dimensions of the price, personnel and processes have no significant effect on loyalty in the tourism sector in Jordan. Other researchers also found that products and processes have no significant effect on purchasing decisions (Tantra & Marcelina, 2017).

In addition, in the research conducted by Triska (2014), that in the marketing mix not all elements have a positive effect, for example the results of research in bpr Coastal Region, that place and promotion does not play an important role, because the BPR is already known to the people of Riau Pesisir. Other findings also prove that the better the quality of service, the more loyal customers will be, customer satisfaction affects customer loyalty with greater influence in the commercial banking industry in Malaysia (Osman et al., 2015).

On the other hand, customer satisfaction and loyalty can also be influenced from the extent of customers' trust in the banking industry. Trust involves a person's willingness to behave in a certain manner because of the belief that his partner will give what he or she expects and an expectation that someone has that someone else's word of promise or statement can be trusted (Barnes, 2003). Thus, customer trust is a sense of security in its interaction with something desired and expected so that it will provide positive and profitable results for customers. The lack of trust that customers have in banking will decrease satisfaction for customers. This is demonstrated by the ability of employees in responding to customer needs and complaints.

Pt. Bank Sulselbar with the tegline "*Serving Wholeheartedly*" places customers as the main asset in terms of the bank's source of income and makes the quality of service a top priority so that it can compete with national banks and regional banks in the region of South Sulawesi and West Sulawesi which is the operational area of PT. Sulselbar Bank. In previous research, it also gave rise to a research gap, so it is necessary for customer value to be further researched the effect on customer satisfaction and loyalty. As in the research conducted by Palilati (2007), proves that the value of the performance attributes of savings received by customers have a significant and positive effect on the level of satisfaction adequate and desered satisfaction level but negatively affect customer loyalty, similarly, other researchers have proven the influence of customer value and service quality on customer satisfaction, customer value and service quality have a direct effect on customer loyalty, customer satisfaction affects loyalty, as well as customer value and service quality affect customer loyalty through customer satisfaction (Arifn, Rachma, & Slamet, 2019). On the other hand, it was also found that customer value has a positive effect on customer satisfaction, and customer value and customer satisfaction have a positive effect on loyalty (Hami, Suharyono, & Hidayat, 2016; Sulyanto, 2013). While the finding by (Koko Sigid Wijanarko, 2014) that customer value has no significant effect on customer loyalty.

In line with the study of the theory and various differences in research results, that the role of the marketing mix, service quality, and customer value to customer satisfaction and loyalty to PT. Bank Sulselbar still needs to be researched further because there are still inconsistencies in the findings and some problems found in the field. human resource management.

## II. Rivew Literature

### Marketing Management

Kotler & Keller (2008) defines marketing as a societal process whereby individuals and groups obtain what they need and want by creating, offering, and freely exchange valuable products and services with others. The American Marketing Association (AMA) suggests that marketing is an organizational function and a series of processes to create, communicate, and provide value to customers and to manage customer relationships in a way that benefits the organization and its stakeholders.

As for marketing management is the art and science of choosing the target market and gaining, maintaining, and growing customers by creating, submitting, and communicating superior customer value (Kotler & Keller, 2008). Based on the previous definition, it can be concluded that marketing is an activity of creating, communicating, offering, and exchanging a group or individual to meet the desired needs and create value to customers and manage relationships with customers that will provide good benefits for the company.

### Marketing Services

According to Kotler & Keller (2008) the Service is all actions or performance that can be offered by a party to another party that is *essentially intangible* and does not result in any ownership. According to Buchari (2011) that services are an economic activity whose output is not a product consumed simultaneously with the time of production and provide added value (such as enjoyment, entertainment, relaxing, healthy) is intangible.

Services are basically different from goods, which if the goods are an object, tool, or object, then the service is an act, performance, or business. Then the goods are usually produced, then sold and consumed, while services, generally sold first, then produced and consumed simultaneously (Tjiptono, 2008). Therefore, a service is a process or activity, and the activity is intangible. In line with this, the characteristics of services according to (Kotler & Keller, 2008) are as follows:

**Intangible (Intangibility).** Unlike physical products, services cannot be seen, felt, heard, or smelled before they are purchased.

**Inseparability.** Usually services are produced and consumed simultaneously. This does not apply to physical goods produced, stored as supplies, distributed through many sellers, and consumed later. If someone provides such services, the provider is part of that service. Since the client is also present at the time the service is generated, the interaction of providing the client is a special feature of service marketing.

**Varies (Variability).** Because the quality of the service depends on who provides it, when and where and to whom it is provided, the service varies greatly.

**Not durable (Perishability).** Services cannot be stored. The easily damaged nature of the service will not be a problem if the demand continues to run smoothly, but the service can be a problem when the demand is active.

## Marketing Mix

Marketing mix (*marketing mix*), is a set of tools used by marketers to form the characteristics of services offered to customers. These tools can be used to devise long-term strategies and also to design short-term tactical programs (Tjiptono, 2014). Whereas according to Kotler & Keller (2008), the marketing mix is "a collection of tactical marketing tools controlled products, prices, places and promotions that the company needs to produce the desired response in the target market".

The concept of marketing mix was first popularized several decades ago by Jerome Mc Carthy who formulated it into 4P (*Product, Price, Promotion, and Place*). When viewed from the point of view of 4P customers can also be formulated into 4C (*Customers' needs and wants, Cost, Communication and Convenience*). In its development, a number of studies showed that the application of 4P is too limited / narrow for service businesses because:

- *Intangible characteristics* on services are overlooked in most analyst marketing mixes.
- The price element ignores the fact that many services are produced by the public sector without pricing in the end consumer.
- The promotional mix in traditional 4P ignores the promotion of services performed by production personnel at the time of service consumption. Direct involvement of service providers in this promotion is not found in the promotion of goods to end consumers.
- Overslication of distribution elements relevant to strategic service distribution decisions.
- Traditional marketing mix approach is also considered to ignore the problems in defining *the concept of quality in intangible service*, and identify and measure elements of marketing mix that can be managed in order to create quality services.
- Traditional marketing mix also forgets the importance of people (*people*), both as producers, consumers and co-consumers.

## Service Quality

Service quality is defined as *excellent, superior* or superior service received by customers relative to what customers expect (Zeithaml, Bitner, & Gremler, 2014). Customer perception is a subjective assessment of the actual service experienced by the customer. The relationship between the two concepts, customer expectations and customer perception, plays an important role in *servicemarketing*. The quality of service, according to Tjiptono & Chandra, (2005), is defined as a measure of how well the level of service provided, as well as in accordance with customer expectations. This means that the quality of service can be realized through fulfilling customer needs and desires and the accuracy of its delivery to keep up with customer expectations.

Parasuraman *et al.*, (Tjiptono & Chandra, 2005) presents two main factors that affect the quality of service, namely:

**Customer perception of the real service they receive (*Perceived service*).** Quality must begin the needs of consumers and end in customer perception. This means that the image of good quality is not based on the point of view or perception of the service provider, but rather based on the customer's point of view or perception.

**Services that are fully expected / desired (*expected service*).** In the context of quality and satisfaction, consensus has been reached that customer expectations have a large role as a comparison factor in quality evaluation.

## Customer Value

Creating loyal customers is at the core of all businesses. The only value a company can create is the value that comes from the customer. This value is a must-have now and the value you will have in the future (Kotler & Keller, 2008). A business is called a success if it manages to gain, retain and grow customers. Customers are the only reason companies build factories, hire employees, schedule meetings or engage in any business activity. Without customers you have no business.

In Literature Marketing, Definition "*Value Customers*" multifaceted Variety. Zeithaml et al. (2014), Define Value Customers As Assessment Overall Consumer Against Utility A Products By perception Against What that Accepted Dan What that Given. Monroe (2012) to the surface That Value Customers Is *Tradeoff* Between Perception Customers Against Quality Or Benefits Products Dan Sacrifice that Done Passing Price that Paid. Anderson, Jain, & Chintagunta (1992) States That Value Customers Is *perceived worth* In Unit Monetary Top a series of Benefits economical, Technical, Service and social As Exchange Top Price that Paid To A Products, With Consider Offers Dan Price From The Supplier that Available. Butz Jr. & Goodstein (1996) Confirmed That Value Customers Is Bond Emotional that Happen Between Customers Dan Manufacturer After Customers Use Products Or Services that Generated Supplier the Dan Found That Products Concerned Give Value Add. While It, Woodruff (1997) Define Value Customers As Preferences persektual Dan Evaluation Customers Against Attribute Products, Performance Attribute Dan Consequences that Obtained From Use Products that Facilitate (Or Inhibit) Achievement Goal Dan Target Customers In Situation Use.

### Customer Satisfaction

Nowadays customer satisfaction is the focus of attention and is an essential goal for business activities. Customer satisfaction contributes to a number of crucial aspects, such as the creation of customer loyalty, increased company reputation, reduced price elasticity, reduced future transaction costs, and increased employee efficiency and productivity (Anderson et al., 1992; Tjiptono, 2014). In addition, customer satisfaction is also seen as one of the best indicators for future profit (Fornell, 1992; Kotler & Keller, 2008). The fact that attracting new customers is much more expensive compared to retaining current customers is also one example of the trigger for increased attention to customer satisfaction (Fornell, 1992; Tjiptono, 2014). This is due to the better understanding of the concept of customer satisfaction as a strategy to win competition in the business world.

Customers experience various levels of satisfaction and dissatisfaction after experiencing or feeling each service according to the extent to which their expectations are met or exceeded. "Hope" is an internal standard that customers use to assess the quality of an experience jasa (Lovelock and Wright, 2007). A company must maintain the quality of services offered must be above rivals and greater than imagined by consumers. If the quality of services received by consumers is better or the same as imagined, then customers are likely to try again. However, if *perceived service* is lower than expected services then *consumers* will be disappointed which results in consumers stopping contact with the company concerned (Buchari, 2011).

### Customer / Customer Loyalty

Loyal customers are those who are very satisfied with certain products and services, so have the enthusiasm to introduce them to anyone they know. Literally "*loyal*" means loyalty or loyalty is defined as loyalty. This loyalty is something that arises without coercion but self-awareness. According to Sheth, Mittal, Newman, & Sheth (2004) quoted by (Fandy & Gregory, 2011) customer loyalty is "Customer commitment to a brand, store, or supplier based on a very positive attitude and reflected in consistent repurchases". Meanwhile, customer loyalty in the service marketing counter is defined by Bendapudi & Berry (1997), quoted by Fandy & Gregory (2011), as a response closely related to the pledge or promise to uphold the commitment that underlies the continuity of the relationship and is usually reflected in the ongoing purchase of the same service provider on the basis of *dedikasa* and pragmatic constraints.

Reicheld in Agustiyadi (2008), mentions 4 types of customer loyalty or customers that can be used as a reference to generate profits for the company, namely:

**Loyalty** is empty, that is, they are not looking for any value beyond their fleeting needs.

**Loyalty inertia**, that is, those who come to the provider of products or services simply because they do not want to waste time and effort to find a better provider of products or services.

**Latent loyalty**, i.e. those who love one product or service but whose love levels have not been high. This customer has a positive view of the provider of the product or service, but the repeat *buying* determinant is situational rather than emotional.

**Premium loyalty**, i.e. customers who will buy regularly and not just one type of product. They are also immune to the seduction of competitors and they do not hesitate to recommend our company's products or services.

### III. Research Method

The approach used in this research is *explanative (explanatory research)* including a type of causal research that will explain *the causality relationship* between marketing mix variables, service quality, customer value, satisfaction, and customer loyalty to PT. Bank Sulselbar. The type of data used in this study is primary data obtained from interviews with customers/ respondents. Secondary data is obtained through the recording of company documents or data from other parties that have to do with research materials.

The methods used to collect data in this research are as follows: (1) Interview method, is a data collection technique by conducting direct question and answer, both with respondents and PT management. Bank Sulselbar to obtain more complete and accurate data. (2) Observation method, is a method of data collection by directly observing the research location, namely PT. Bank Sulselbar such as: existing facilities in the company's operational activities. (3) Questionnaire method is a data collection method conducted by sharing a list of statements to respondents who are PT customers. Bank Sulselbar.

The population in this study are several customers at PT. Bank Sulselbar, which is a customer of savings, deposits, and current accounts in six Branch Offices, as many as 300 respondents. To get information from each customer (population), researchers determined a similar sample or that could represent a certain number of populations. Based on the target population in this study, the researchers *determined the sample frame* which is the representative of the population element, namely the Branch Office of PT Bank Sulselbar, namely: Makassar Main Branch, Bulukumba Main Branch, Bone Main Branch, Sidrap Branch, Palopo Main Branch and Mamuju Main Branch. Furthermore, the determination of the criteria of

customers who are used as the target population are: 1) Simpeda Savings Customers and who already have ATM card facilities and mobile banking application facilities, because they have benefited from the use of ATM cards and mobile banking applications, with these facilities customers can conduct financial transactions anytime and anywhere for 24 hours a day. 2) Customers who have at least two or more bank products at PT. Bank Sulselbar. 3) Customers encountered are those who are willing and enthusiastic, so that it is easy to get answers related to the problems examined

Based on these criteria, total respondents obtained data from six PT Branch offices. Bank Sulselbar which meets the population criteria of 1,200 customers/respondents according to table 6. With the number of respondents can be determined sampling errors that can still be tolerated is 5% is as follows:

$$n = \frac{N}{1 + Ne^2}$$

$$= \frac{1200}{1 + 1200 (0.05)^2}$$

$$= 300$$

To determine the amount of samples that will be used as respondents at each Branch Office of PT. Bank Sulselbar is referring to data on the number of customers who have had at least two or more bank products in 2019, namely as follows:

**Table 4.** Number of Samples

Branch Office	Population	Number of Samples
Makassar	300	300/1200 x 300 = 114
Bulukumba	150	150/1200x 300 = 34
Bone	200	200/1200 x 300 = 41
Sidrap	170	170/1200 x 300 = 48
Palopo	180	180/1200 x 300 = 28
Mamuju	200	200/1200 x 300 = 36
<b>Amount</b>	<b>1200</b>	<b>300</b>

Source: PT. Bank Sulselbar (processed), 2020

The data analysis method used in explaining the phenomena in this research is descriptive analysis techniques and structural equation model (SEM) analysis. This research emphasizes quantitative approach in data analysis, then the data analysis method used is grouped into two, namely descriptive statistical analysis and inferential statistical analysis namely *Structural Equation Modeling* (SEM) using AMOS software (Structural Analysis of Moment) Version 25.0.

## IV. Results And Analysis

### Research Results

#### Description of Research Variables

#### Variable Marketing Mix (X<sub>1</sub>)

**Table 5.** Frequency/percentage of marketing mix variables (X<sub>1</sub>)

Indicators	Respondents' answer score										Mean
	1		2		3		4		5		
	F	%	F	%	F	%	F	%	F	%	
X1.1	0	0	0	0	7	2,3	218	72,7	75	25,0	4.23
X1.2	0	0	1	0.3	13	4,3	215	71,7	71	23,7	4.19
X1.3	0	0	0	0	2	0,7	184	61,3	114	38,0	4.37
X1.4	0	0	3	1.0	15	5.0	183	61,0	99	33,0	4.26
X1.5	0	0	1	0.3	0	0	178	59,3	121	40,3	4.40
X1.6	0	0	1	0.3	3	1,0	174	58,0	122	40,7	4.39
X1.7	0	0	4	1,3	5	1,7	188	62,7	103	34,3	4.30
<b>Average marketing mix variables</b>											<b>4.30</b>

Source : Primary data after processing

Based on table 5 above, it can be known that from the distribution of respondents' answers related to marketing mix variables, the average answer obtained by respondents in general is very tinggi or good with a mean value



of 4.30 (at intervals of 4.21 – 5.00). This value gives an idea that in general respondents have felt the benefits of implementing the marketing mix of PT. Bank Sulselbar seen from the aspects of attractive and competitive products, costs incurred in accordance with the benefits obtained, strategic office location and easily accessible, employees showed attention and be friendly in serving, easy to transact and the interior and exterior of the bank neat and clean.

**Service Quality Variable (X<sub>2</sub>)**

**Table 6.** Frequency/percentage of service quality variables (X<sub>2</sub>)

Indicators	Respondents' answer score										Mean
	1		2		3		4		5		
	F	%	F	%	F	%	F	%	F	%	
X2.1	0	0	0	0	0	0	188	62,7	112	37,3	4.37
X2.2	0	0	1	0.3	9	3,0	188	62,7	102	34,0	4.30
X2.3	0	0	1	0.3	3	1,0	180	60,0	116	38,7	4.37
X2.4	0	0	0	0	5	1,7	175	58,3	120	40,0	4.38
X2.5	0	0	1	0,3	7	7,0	184	61,3	108	36,0	4.33
<b>Average service quality variables</b>											<b>4,35</b>

Source : Primary data after processing

Based on table 6 above, it can be known that from the distribution of respondents' answers related to service quality variables, *the average answer of respondents with a mean value* of 4.35 (at intervals of 4.21 – 5.00). In general, respondents gave a very high or good response about the quality of services provided by Bank Sulselbar. In this case customers have felt the benefits of quality services, judging from the aspects of providing up to date office physical facilities and neat-looking employees, services in accordance with the promise given, employees are willing to help customers, customers feel safe in transacting, and employees apologize when there is a mistake in the service.

**Customer Value Variable (X<sub>3</sub>)**

**Table 7.** Frequency/percentage of customer value variables (X<sub>3</sub>)

Indicators	Respondents' answer score										Mean
	1		2		3		4		5		
	F	%	F	%	F	%	F	%	F	%	
X3.1	0	0	1	0.3	18	6.0	205	68,3	76	25.3	4.19
X3.2	0	0	2	0.7	14	4,7	198	66,0	86	28,7	4.23
X3.3	0	0	2	0,7	10	3,3	194	64,7	94	31,3	4.27
X3.4	0	0	5	1,7	10	3,3	172	57,3	113	57,7	4.31
X3.5	1	0,3	2	0,7	11	3,7	187	62,3	99	33,0	4.27
X3.6	0	0	0	0	7	2,3	187	62,3	106	35,3	4.33
<b>Average customer value</b>											<b>4.27</b>

Source : Primary data after processing

Based on table 7 above, it can be known that from the distribution of respondents' answers related to customer value variables, *the average answer of respondents with a mean value* of 4.27 (at intervals of 4.21 – 5.00). The value is generally respondents give a very high or good response about the value of customers perceived as Customers of Bank Sulselbar. In this case the customer has felt the benefits of customer value, judging from the aspects of providing products offered to customers are quality, products in accordance with the wishes and needs of customers, satisfactory service, available ATM machines of Bank Sulselbar and ATM Bersama everywhere, employees serve quickly and always hear customer complaints, and customers are happy and proud to use Bank Sulselbar products.

**Customer Satisfaction Variable (Y<sub>1</sub>)****Table 8.** Frequency/percentage of customer satisfaction variable (Y<sub>1</sub>)

Indicators	Respondents' answer score										Mean
	1		2		3		4		5		
	F	%	F	%	F	%	F	%	F	%	
Y1.1	0	0	1	0,3	6	2,0	205	68,3	88	29,3	4,27
Y1.2	0	0	3	1,0	5	1,7	204	68,0	88	29,3	4,26
Y1.3	0	0	3	1,0	18	6,0	195	65,0	84	28,0	4,20
Y1.4	0	0	1	0,3	10	3,3	193	64,3	96	32,0	4,28
Y1.5	0	0	1	0,3	16	5,3	195	66,0	88	29,3	4,23
Y1.6	0	0	1	0,3	11	3,7	201	67,0	87	29,0	4,25
<b>Average customer satisfaction variables</b>											<b>4,24</b>

Source : Primary data after processing

Based on table 8 above, it can be known that from the distribution of respondents' answers related to customer satisfaction variables, respondents received answers that generally gave very high or good responses with an average answer of 4.24. (at intervals of 4.21 – 5.00). In general, respondents gave a very high or good response about customer satisfaction for the services provided by Bank Sulselbar. In this case, Bank Sulselbar Customers have a good perception of the performance and services provided by Bank Sulselbar judging from the aspect of satisfaction with the services provided by Bank Sulselbar, easy to conduct transactions, employees complain quickly customer, products offered provide benefits for customers, benefits received in accordance with the costs incurred and customers are satisfied as a whole.

**Customer Loyalty Variable (Y<sub>2</sub>)****Table 9.** Frequency/percentage of customer loyalty variable (Y<sub>2</sub>)

Indicators	Respondents' answer score										Mean
	1		2		3		4		5		
	F	%	F	%	F	%	F	%	F	%	
Y2.1	0	0	1	0,3	21	7,0	212	70,7	66	22,0	4,14
Y2.2	0	0	4	1,3	27	9,0	194	64,7	75	25,0	4,13
Y2.3	1	0,1	2	0,7	42	14,0	194	64,7	61	20,3	4,04
Y2.4	0	0	0	0	10	3,3	211	70,3	79	26,3	4,23
Y2.5	0	0	1	0,3	16	5,3	201	67,0	82	27,3	4,21
Y2.6	0	0	0	0	16	5,3	192	64,0	92	30,7	4,25
<b>Average customer loyalty variables</b>											<b>4,16</b>

Source : Primary data after processing

Based on table 9 above, it can be known that from the distribution of respondents' answers related to customer loyalty variables, the average answer of respondents with a mean value of 4.16 (at intervals of 3.41 – 4.20). The value is generally respondents give a high or good response about customer loyalty of Bank Sulselbar. In this case, the customer has a high loyalty and commitment to Bank Sulselbar, judging from the aspect of considering Bank Sulselbar as the first choice to deposit the customer's funds, the customer is not easily affected by the promotion of other banks, the customer will not pindah to other banks, the customer will talk positive things about Bank Sulselbar, the customer will recommend Bank Sulselbar to others and the customer will continue to make transactions at Bank Sulselbar on an ongoing basis.

**Research Instrument Test  
Validity Test**

**Table 9.** Validity Test Results

Variable /Indicator	Correlation	Critical value > 0.30	Sig. (2-tailed)	Description
Marketing mix (X <sub>1</sub> )				
X1.1	0.756	> 0.30	0,000	Valid
X1.2	0.749	> 0.30	0,000	Valid
X1.3	0.722	> 0.30	0,000	Valid
X1.4	0.714	> 0.30	0,000	Valid
X1.5	0.825	> 0.30	0,000	Valid
X1.6	0.802	> 0.30	0,000	Valid
X1.7	0.747	> 0.30	0,000	Valid
Service quality (X <sub>2</sub> )				
X2.1	0.814	> 0.30	0,000	Valid
X2.2	0.838	> 0.30	0,000	Valid
X2.3	0.885	> 0.30	0,000	Valid
X2.4	0.864	> 0.30	0,000	Valid
X2.5	0.871	> 0.30	0,000	Valid
Customer value (X <sub>3</sub> )				
X3.1	0.810	> 0.30	0,000	Valid
X3.2	0.824	> 0.30	0,000	Valid
X3.3	0.852	> 0.30	0,000	Valid
X3.4	0.824	> 0.30	0,000	Valid
X3.5	0.820	> 0.30	0,000	Valid
X3.6	0.805	> 0.30	0,000	Valid
Customer Satisfaction (Y <sub>1</sub> )				
Y1.1	0.852	> 0.30	0,000	Valid
Y2.2	0.877	> 0.30	0,000	Valid
Y3.3	0.860	> 0.30	0,000	Valid
Y4.4	0.829	> 0.30	0,000	Valid
Y5.5	0.848	> 0.30	0,000	Valid
Y6.6	0.856	> 0.30	0,000	Valid
Customer Loyalty (Y <sub>2</sub> )				
Y2.1	0.805	> 0.30	0,000	Valid
Y2.2	0.823	> 0.30	0,000	Valid
Y2.3	0.815	> 0.30	0,000	Valid
Y2.4	0.789	> 0.30	0,000	Valid
Y2.5	0.820	> 0.30	0,000	Valid
Y2.6	0.797	> 0.30	0,000	Valid

Source : Primary data processed Yr 2020

**The marketing mix variable (X<sub>1</sub>)** of all question items has a correlation value greater than the correlation value above 0.30. the value is said to be valid, so it can be included in the model test.

**The service quality variable (X<sub>2</sub>)** of all question items has a correlation value greater than the correlation value above 0.30. the value is said to be valid so that it can be included in the model test.

**The customer value variable (X<sub>3</sub>)** of all question items has a correlation value greater than the correlation value above 0.30. the value is said to be valid, so all can be included in the model test.

**The customer satisfaction variable (Y<sub>1</sub>)** of all question items has a correlation value greater than the correlation value above 0.30. the value is said to be valid, so it can be included in the model test.

**The customer loyalty variable (Y<sub>2</sub>)** of all question items has a correlation value greater than the correlation value above 0.30. the value is said to be valid so that all can be included in the model test.

**Reliability Test**

**Table 10.** Reliability Test Results

N0	Variable	Nilai Cronbach's Alpha	Cronbach's Alpha	Description
1	Marketing mix (X <sub>1</sub> )	0.857	0.60	Reliabel
2	Service Quality (X <sub>2</sub> )	0.908	0.60	Reliabel
3	Customer Value (X <sub>3</sub> )	0.903	0.60	Reliabel
4	Customer Satisfaction (Y <sub>1</sub> )	0.925	0.60	Reliabel
5	Customer Loyalty (Y <sub>2</sub> )	0.892	0.60	Reliabel

Source : Primary data processed Yr 2020

From table 10 above, it appears that all variables ranging from marketing mix, service quality, customer value, customer satisfaction and customer loyalty are all reliable, this can be seen from *cronbach alpha value* has a value above 0.6.

**Analysis of Inferential Statistics with SEM**

**SEM Assumption Test**

**Data Normality Test**

**Table 11.** Data Normality Test Results

Variable	Min	Max	skew	C.r.	kurtosis	C.r.
Y2.6	3.000	5.000	.076	.538	-.377	-1.332
Y2.5	2.000	5.000	-.030	-.215	.478	1.691
Y2.4	3.000	5.000	.412	2.916	-.125	-.442
Y2.3	1.000	5.000	-.509	-3.596	1.641	5.802
Y2.2	2.000	5.000	-.431	-3.050	1.012	3.579
Y2.1	2.000	5.000	-.008	-.057	.861	3.043
Y1.6	2.000	5.000	.034	.244	.457	1.615
Y1.5	2.000	5.000	-.079	-.555	.316	1.117
Y1.4	2.000	5.000	-.026	-.187	.243	.860
Y1.3	2.000	5.000	-.363	-2.568	1.104	3.903
Y1.2	2.000	5.000	-.258	-1.822	1.873	6.624
Y1.1	2.000	5.000	.180	1.273	.487	1.724
X3.1	2.000	5.000	-.021	-.146	.604	2.134
X3.2	2.000	5.000	-.203	-1.437	.925	3.269
X3.3	2.000	5.000	-.205	-1.450	.894	3.161
X3.4	2.000	5.000	-.740	-5.232	1.581	5.588
X3.5	1.000	5.000	-.740	-5.233	3.112	11.002
X3.6	3.000	5.000	.209	1.479	-.886	-3.131
X2.1	4.000	5.000	.524	3.703	-1.726	-6.101
X2.2	2.000	5.000	-.062	-.435	.132	.466
X2.3	2.000	5.000	-.027	-.188	-.150	-.531
X2.4	3.000	5.000	.120	.849	-1.193	-4.217
X2.5	2.000	5.000	-.070	-.496	.032	.113
X1.7	2.000	5.000	-.533	-3.769	1.861	6.581
X1.6	2.000	5.000	-.099	-.698	-.206	-.727
X1.5	2.000	5.000	.043	.303	-.351	-1.242
X1.4	2.000	5.000	-.442	-3.125	.935	3.305
X1.3	3.000	5.000	.361	2.549	-1.459	-5.158
X1.2	2.000	5.000	.117	.829	.990	3.499
X1.1	3.000	5.000	.613	4.334	-.074	-.261
Multivariate					<b>810.132</b>	<b>160.116</b>

Source : Primary data after processing, Year 2020

Based on normality test results conducted using *critical ratio criteria of*  $\pm 1.96$  at a significance level of 0.05 (5%). Normality test results showed that not all indicators are normally distributed because the cr skewness value has a value above 1.96, just as seen in the overall value (multivariate) is also not normally distributed ( $160,116 > 1.96$ ). However, when looking at the value of cr kurtosis on all indicators the value is above  $\pm 1.96$ , so in general it can be said that the data used in this model can be considered normally distributed. In many specific cases, data normality testing for questionnaire answers or about respondents' perceptions will be difficult to obtain normal distributed data (Iqbal & Santoso, 2015), so that it can ignore normality results if the test results are close to existing requirements and can continue at the next SEM stage.

**Evaluation of Outliers**

**Table 11. Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(X1.1)	300	-2.59937	<b>1.63873</b>	.0000000	1.0000000
Zscore(X1.2)	300	-4.29375	1.59707	.0000000	1.0000000
Zscore(X1.3)	300	-2.75708	1.25808	.0000000	1.0000000
Zscore(X1.4)	300	-3.80072	1.24448	.0000000	1.0000000
Zscore(X1.5)	300	-4.69854	1.18280	.0000000	1.0000000
Zscore(X1.6)	300	-4.52615	1.15521	.0000000	1.0000000
Zscore(X1.7)	300	-4.03810	1.22899	.0000000	1.0000000
Zscore(X2.1)	300	<b>-.77056</b>	1.29344	.0000000	1.0000000
Zscore(X2.2)	300	-4.26035	1.28859	.0000000	1.0000000
Zscore(X2.3)	300	-4.52754	1.20352	.0000000	1.0000000
Zscore(X2.4)	300	-2.65915	1.18541	.0000000	1.0000000
Zscore(X2.5)	300	-4.33621	1.24689	.0000000	1.0000000
Zscore(X3.1)	300	-4.04109	1.50309	.0000000	1.0000000
Zscore(X3.2)	300	-4.00144	1.38972	.0000000	1.0000000
Zscore(X3.3)	300	-4.11623	1.33172	.0000000	1.0000000
Zscore(X3.4)	300	-3.73828	1.11663	.0000000	1.0000000
Zscore(X3.5)	300	-5.51468	1.23111	.0000000	1.0000000
Zscore(X3.6)	300	-2.56595	1.29262	.0000000	1.0000000
Zscore(Y1.1)	300	-4.47631	1.44822	.0000000	1.0000000
Zscore(Y1.2)	300	-4.22659	1.39221	.0000000	1.0000000
Zscore(Y1.3)	300	-3.76668	1.36970	.0000000	1.0000000
Zscore(Y1.4)	300	-4.23948	1.33878	.0000000	1.0000000
Zscore(Y1.5)	300	-4.03351	1.38464	.0000000	1.0000000
Zscore(Y1.6)	300	-4.24512	1.42344	.0000000	1.0000000
Zscore(Y2.1)	300	-4.02377	1.60826	.0000000	1.0000000
Zscore(Y2.2)	300	-3.47533	1.41185	.0000000	1.0000000
Zscore(Y2.3)	300	-4.80827	1.51840	.0000000	1.0000000
Zscore(Y2.4)	300	-2.48710	1.55696	.0000000	1.0000000
Zscore(Y2.5)	300	-4.07181	1.44721	.0000000	1.0000000
Zscore(Y2.6)	300	-2.30052	1.37052	.0000000	1.0000000
Valid N (listwise)	300				

Based on computational results as in table 11 above, it is known that the data used in this *study is free of univariate outliers*, because no variable has a *z-score* > 4.0. It is seen that the minimum limit of *z-score* = -0.77056 (X<sub>2,1</sub>) and maximum *z-score* = 1.63873 (X<sub>1,1</sub>) or all *z-score* < 3.0 values.

**Analysis of Research Results**  
**Confirmatory Factor Analyst Testing**  
**Marketing Mix Variables**

**Table 12.** *Loading Factor and Critical Ratio* Indicators Of Marketing Mix Variables.

Indicators	<i>Loading Factor</i> I'm not going $\lambda$ .	Critical Ratio.	Profitability (p)	Description
X1.1	0.679	12.454	0.000	Significant
X1.2	0.668	12.192	0.000	Significant
X1.3	0.667	12.167	0.000	Significant
X1.4	0.601	10.731	0.000	Significant
X1.5	0.851	16.586	0.000	Significant
X1.6	0.822	Fix	0.000	Significant
X1.7	0.665	12.135	0.000	Significant

Source : Data Processing Results (attachment)

Loading factor ( $\lambda$ ) measurement of marketing mix variables in Table 12 shows test results against the marketing mix variable measurement model of each indicator that explains the construct, especially the latent variable (*unobserved variable*), from the tabel above looks all indicators have a significant loading value, Based on these results, all indicators are included in the hypothesis test.

**Variable service quality ( $X_2$ ).**

**Table 13.** *Loading Factor and Critical Ratio* Indicators of Service Quality Variables

Indicators	<i>Loading Factor</i> I'm not going $\lambda$ .	Critical The ratio.	Profitability (p)	Description
X2.1	0.753	14.292	0.000	Significant
X2.2	0.778	15.631	0.000	Significant
X2.3	0.869	18.427	0.000	Significant
X2.4	0.829	17.192	0.000	Significant
X2.5	0.842	Fix	0.000	Significant

Source : Data Processing Results (attachment)

Loading factor ( $\lambda$ ) measurement of service quality variables in Table 23 shows the test results against the service quality variable measurement model of each indicator that describes the construct, especially the latent variable (*unobserved variable*), from the tabel above seen all indicators have a significant loading value, so that all are included in the next test.

**Customer value variable ( $X_3$ ).**

**Table 14.** *Loading Factor and Critical Ratio* Indicators of Customer Value Variables

Indicators	<i>Loading Factor</i> I'm not going $\lambda$ .	Critical The ratio.	Profitability (p)	Description
X3.1	0.769	13.778	0.000	Significant
X3.2	0.788	14.174	0.000	Significant
X3.3	0.831	15.077	0.000	Significant
X3.4	0.771	Fix	0.000	Significant
X3.5	0.773	13.866	0.000	Significant
X3.6	0.762	13.620	0.000	Significant

Source : Data Processing Results (Attachment)

Loading factor ( $\lambda$ ) measurement of customer value variable in Table 24 shows test results against customer value variable measurement model of each indicator that describes construct, especially latent variable (*unobserved variable*), from tabel above seen all indicators have significant loading value. Based on these results, all indicators are included in the next test.

**Customer satisfaction variable (Y<sub>1</sub>)**

**Table 15. Loading Factor and Critical Ratio Indicators of Customer Satisfaction Variables**

Indicators	Loading Factor I'm not going $\lambda$ .	Critical The ratio.	Profitability (p)	Description
Y1.1	0.834	17.049	0.000	Significant
Y1.2	0.866	18.030	0.000	Significant
Y1.3	0.821	Fix	0.000	Significant
Y1.4	0.776	15.369	0.000	Significant
Y1.5	0.800	16.029	0.000	Significant
Y1.6	0.829	16.885	0.000	Significant

Source : Data Processing Results 2020 (Appendix)

Loading factor ( $\lambda$ ) measurement of customer satisfaction variable in Table 15 shows test results against customer satisfaction variable measurement model of each indicator that describes construct, especially latent variable (unobserved variable), from tabel above seen all indicators have significant loading value, Based on these results, all indicators are included in the next test.

**Customer loyalty variable (Y<sub>2</sub>)**

**Table 16. Loading Factor and Critical Ratio Of Customer Loyalty Variable Indicators**

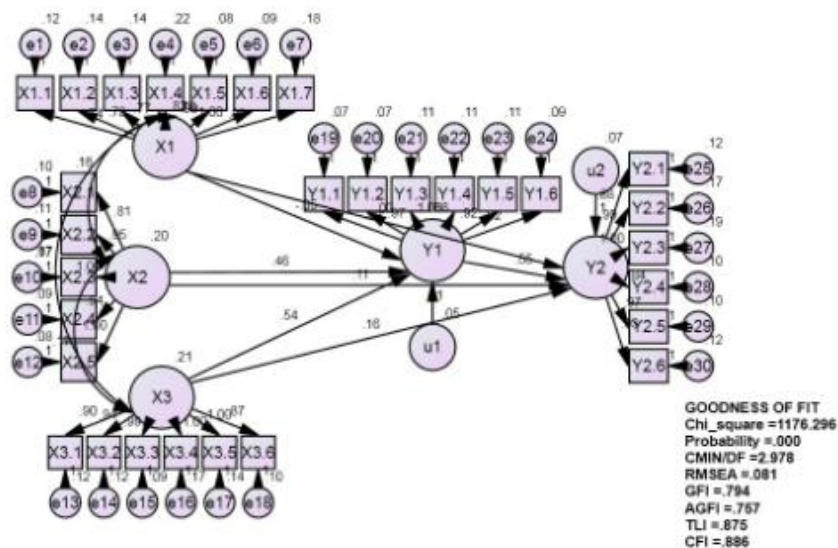
Indicators	Loading Factor I'm not going $\lambda$ .	Critical Ratio.	Profitability (p)	Description
Y2.1	0.754	12.764	0.000	Significant
Y2.2	0.752	12.743	0.000	Significant
Y2.3	0.743	Fix	0.000	Significant
Y2.4	0.763	12.294	0.000	Significant
Y2.5	0.802	13.626	0.000	Significant
Y2.6	0.771	13.069	0.000	Significant

Source : Hasi Olah Data 2020 (Attachment)

Loading factor ( $\lambda$ ) measurement of customer loyalty variable in Table 26 shows test results against customer loyalty variable measurement model of each indicator that describes construct, especially latent variable (unobserved variable), from tabel above seen all indicators have significant loading value. Based on these results, all indicators are included in the next test.

**Analnsis Structure Equation Modelling Modelling**

**STRUCTURAL EQUATION CUSTOMER LOYALTY MODEL MODEL Modification 1**



**Figure 1. Early Stage Test Results**

From the evaluation of the model shows from eight criteria of goodness of fit indices seen chi-square value is still too large and the overall criteria has not matched the specified cut off value so it is necessary to do modification of the model by doing correlation between error indicators in accordance with the instructions of modification indices. The results of analysis after the final model obtained are as follows:

**SRUCTURAL EQUATION CUSTOMER LOYALTY MODEL  
Modification 2**

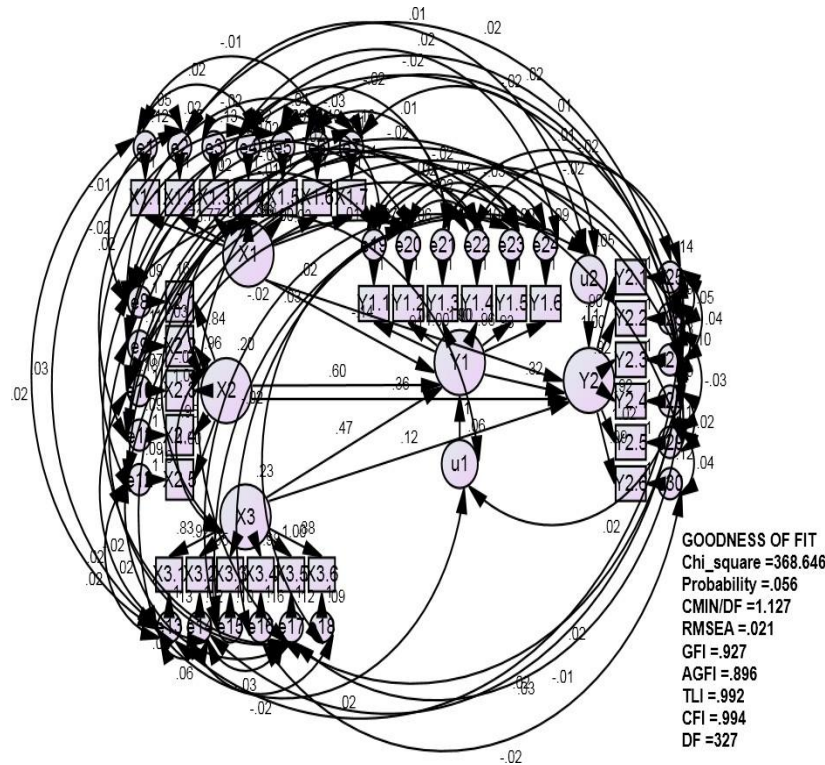


Figure 2. Variable Relationship Model Measurement.

The test results of the model presented above are then evaluated based on the goodness of fit indices in the following table with the presentation of all model criteria and critical values that have data conformity.

**Table 17.** Evaluation of Goodness of Fit Indices Overall Model criteria

Goodness of fit index	Cut-off Value	Initial model results	Ket.	Final model results	Ket
Chi-Square	Small	1176.296	Marginal	368.646	Good
Probability	≥ 0.05	0.000	Marginal	0.056	Good
CMIN/DF	≤ 2.00	2.978	Marginal	1.127	Good
Gfi	≥ 0.90	0.794	Marginal	0.927	Good
AGFI	≥ 0.90	0.756	Marginal	0.896	Marginal
TLI	≥ 0.90	0.875	Marginal	0.992	Good
Cfi	≥ 0.95	0.886	Marginal	0.994	Good
RMSEA	≤ 0.08	0.081	Marginal	0.021	Good

Source : Ferdinand (2014)

According to the evaluation results of the model at the initial stage seen from the 8 criteria of goodness of fit indice, theexistence of a model that is quite fit or marginal between the data and themodel. This is evident from the 8 index values, the marginals are chi-square, probability, CMIN/DF, GFI, AGFI, TLI, and CFI. But RMSEA has been in accordance with the standards so it is necessary to modify the model in accordance with the instructions of modification indices. Modification indices is a calculation to make changes to the number where the number below indicates the minimum value of chi-square which will fall if the



corresponding variable is connected. After the modification of the model, the final stage obtained has shown that *all the criteria of goodness of fit indices have met the criteria or have met the cut-off value criteria*, so that the model can be said to have met the criteria of goodness of fit indices for further analysis.

**Hypothesis Testing**

**Table 18.** Hypothesis Testing and Coefficient Value of Direct Influence Path and Indirect Influence Between variables

№	Variable			Direct Effect	Indirect Effect	Total Effect	P-Value	Description
	Exogenous	Intervening	Endogenous					
H-1	Marketing mix (X1)	-	Customer satisfaction (Y1)	-0.120	-	-0.120	0.371	- Insignificant
H-2	Service quality (X2)	-	Customer satisfaction (Y1)	0.558	-	0.558	0.000	+ Significant
H-3	Customer value (X3)	-	Customer satisfaction (Y1)	0.470	-	0.470	0.000	+ Significant
H-4	Marketing mix (X1)	-	Customer loyalty (Y2)	0.014	-	0.014	0.923	+Insignificant
H-5	Quality service (X2)	-	Loyalty customer (Y2)	0.379	-	0.379	0.001	+ Significant
H-6	Value customer (X3)	-	Loyalty customer (Y2)	0.142	-	0.142	0.242	+ Insignificant
H-7	Customer satisfaction (Y1)	-	Customer loyalty (Y2)	0.362	-	0.362	0.000	+ Significant
Indirect Influences Between variables								
	Variable			Direct Effect	Indirect Effect	Total Effect	P-Value	Description
	Exogenous	Intervening	Endogenous					
H-8	Marketing mix (X1)	Customer satisfaction (Y1)	Customer loyalty (Y2)	0.014	-0.044	-0.027	0.333	- Insignificant
H-9	Service quality (X2)	Customer satisfaction (Y1)	Customer loyalty (Y2)	0.379	0.202	0.581	0.001	+ Significant
H-10	Customer value (X3)	Customer satisfaction (Y1)	Customer loyalty (Y2)	0.142	0.170	0.312	0.0001	+ Significant

Source: Data Processing Results 2020

Of the 10 direct line models hypothesized there were some insignificant direct lines. The interpretation of table 28 can be explained as follows:

**H-1 The marketing mix has a positive and significant effect on customer satisfaction.**

Based on the findings in this study, the coefficient of marketing mix influence on customer satisfaction is - 0.120, with p-value = 0.371 > 0.05. The coefficient shows that the variable marketing mix, especially the fees charged to customers to obtain goods or services, is too high compared to the costs charged to customers of rival banks, and information about the advantages and privileges of Bank Sulsebar's products/services is still lacking, therefore the marketing mix has no positive and insignificant effect on customer satisfaction. Based on the results of this **analysis, hypothesis 1** which states there is a positive and significant influence of marketing mix on customer **satisfaction, is rejected.**

**H-2 Quality of Service positively and significantly influenced customersatisfaction.**

Based on the findings in this study, the coefficient of service quality influence on customer satisfaction is 0.558 with p-value = 0.000 < 0.05. The coefficient shows that service quality variables have a positive and significant

effect on customer satisfaction. This means that the improvement of the quality of service, will be followed by an increase in the quality of customer satisfaction. Based on the results of this **analysis, hypothesis 2** which states that there is a positive and significant influence of service quality on customer **satisfaction, is accepted.**

**H-3 Customer value has a positive and significant effect on customer satisfaction.**

Based on the findings in this study, the coefficient of the influence of customer value on customer satisfaction is 0.470 with  $p\text{-value} = 0.000 < 0.05$ . The coefficient shows that variable customer value has a positive and significant effect on customer satisfaction. This means that the increase in customer value, will be followed by an increase in the quality of customer satisfaction. Based on the results of this **analysis, hypothesis 3** which states **that there is a positive and significant influence of customer value on customer satisfaction, is accepted.**

**H-4 Marketing mix has a positive and significant effect on customer loyalty.**

Based on the findings in this study, the coefficient of marketing mix influence on customer loyalty is 0.014 with  $p\text{-value} = 0.923 > 0.05$ . The coefficient shows that the variable marketing mix has a positive effect judging by the respondent's answer with an *average value (mean)* of 4.30, but not insignificant to customer loyalty. This means that the implementation of the marketing mix, especially the pricing and promotion policies that contain information about the advantages and specialness of products/services needs to be evaluated and improved, so that it will have an impact on increasing customer loyalty, on the contrary the decrease in the implementation of the marketing mix, will be followed by a decrease in customer loyalty. Based on the results of this analysis, **hypothesis 4** which states there **is a positive and significant influence of marketing mix on customer loyalty, is rejected.**

**H-5 Service quality has a positive and significant influence on customer loyalty**

Based on the findings in this study, the coefficient of service quality influence on customer loyalty is 0.379 with  $p\text{-value} = 0.001 < 0.05$ . The coefficient shows that service quality variables have a positive and significant effect on customer loyalty. This means that an increase in the quality of service will be followed by increased customer loyalty. Customers feel safe and comfortable doing transactions at the bank. Based on the results of this **analysis, hypothesis 5** which states there is a positive and significant influence of service quality on customer **loyalty, is accepted.**

**H-6 Customer value has a positive and significant effect on customer loyalty.**

Based on the findings in this study, the coefficient of customer value influence on customer loyalty is 0.142 with  $p\text{-value} = 0.242 > 0.05$ . The coefficient shows that customer value variables have a positive effect judging by the average respondent's answer with a mean value of 4.27, but not insignificant to customer satisfaction. This means that improved product quality, service quality and customer satisfaction, followed by increased customer loyalty instead of un-quality products and mediocre service, will be followed by a decrease in customer loyalty. . Based on the results of this **analysis, hypothesis 6** which states that there is a positive and significant influence of customer value on customer **loyalty, is rejected.**

**H-7 Customer satisfaction has a positive and significant effect on customer loyalty.**

Based on the findings in this study, the coefficient of the effect of customer satisfaction on customer loyalty is 0.362 with  $p\text{-value} = 0.000 < 0.05$ . The coefficient shows that variable customer satisfaction has a positive and significant effect on customer loyalty. This means that the implementation of a good marketing mix, and quality services will increase customer satisfaction, followed by increased customer loyalty. Based on the results of this **analysis, hypothesis 7** which states there is a positive and significant influence of customer satisfaction on customer **loyalty, is accepted.**

**H-8 Marketing mix has a positive and significant effect on customer loyalty through customer satisfaction.**

Based on the findings in this study, the coefficient of marketing mix influence on customer loyalty through customer satisfaction is -0.027 with indirect value of -0.044, and  $p\text{-value}$  tested through sobel test =  $0.333 > 0.05$ . The coefficient shows that the variable marketing mix has no positive and insignificant effect on customer loyalty through customer satisfaction. This means that the increased implementation of the marketing mix, especially the planned pricing and promotion policies with the right media will be followed by increased customer loyalty through customer satisfaction, conversely a decrease in the implementation of the marketing mix, especially price policies, and unplanned promotions with appropriate media will be followed by a decrease in customer loyalty through customer satisfaction. In this case customer satisfaction has not been able to mediate the marketing mix and customer loyalty. Based on the results of this analysis, **hypothesis 8** which states that there is a positive and significant influence of marketing mix on **customer loyalty through customer satisfaction, is rejected.**

#### **H-9 Service quality has a positive and significant effect on customer loyalty through customer satisfaction**

Based on the findings in this study, the coefficient of service quality influence on customer loyalty through customer satisfaction of 0.581 with indirect value of 0.202, and p-value tested through sobel test =  $0.001 < 0.05$ . The coefficient shows that service quality variables have a positive and significant effect on customer loyalty through customer satisfaction. This means that service quality variables have an indirect positive effect on customer loyalty. Improving the quality of service will be followed by increased customer loyalty through customer satisfaction. In this case customer satisfaction has been able to mediate the quality of service and customer loyalty. Based on the results of this analysis, **hypothesis 9** which states **that there is a positive influence and significant quality of service to customer loyalty through customer satisfaction, is accepted.**

#### **H-10 Customer value has a positive and significant effect on customer loyalty through customer satisfaction**

Based on the findings in this study, the coefficient of the influence of customer value on customer loyalty through customer satisfaction is 0.312 with an indirect value of 0.170, and p-value tested through sobel =  $0.0001 < 0.05$ . The coefficient shows that service quality variables have a positive effect indirectly on customer loyalty through customer satisfaction. This means that the improvement of service quality will be followed by increased customer loyalty through customer satisfaction. In this case customer satisfaction has been able to mediate customer value and customer loyalty. Based on the results of this analysis, **hypothesis 10** which states that there is a positive and significant influence of customer value on customer loyalty through customer satisfaction, is accepted.

### **V. Discussion**

#### **The Effect of Marketing Mix on Customer Satisfaction**

The results of the study have proven that the variables of the marketing mix have no positive and insignificant effect on customer satisfaction. This gives the implication that the indicators of the variable marketing mix especially: *price and promotion have not been* able to make customers satisfied. All this time PT. Bank Sulselbar has implemented a marketing mix that is a *tool* or tool for marketers consisting of various elements of marketing programs but not yet maximal, so that the implementation needs to be evaluated and the implementation must be improved so that customers feel that their bank products are really qualified, many choices and in accordance with their needs, the price they receive is profitable and affordable, always conduct promotions through various media so that the public knows about Bank Sulselbar and its products, then there is an easy-to-reach distribution channel, always prioritizing the quality of services and fast processes.

This research supports the results of research conducted by Al Muala & Al Qurneh (2012); Tantra & Marcelina (2017); Triska (2014), that not all elements of the marketing mix has a positive and significant effect on customer satisfaction and laoyalitas dan customer. The results of the above research do not support the theory and findings in some research related to marketing mix conducted by Fadillah & Yuniati (2016); Sari (2018); Tjan, (2015); Triska (2014) that dimension 7 P of the marketing mix has a positive and significant impact on customer loyalty, service quality affects customer satisfaction and customer satisfaction affects loyalty (in Plaza Indonesia, PT. Telkom, PT. Gramedia, and BPR Riau).

#### **The Effect of Quality of Service on Customer Satisfaction.**

The results of the study have proven that service quality variables have a positive and significant effect on customer satisfaction. This gives the implication that the indicators of service quality variables namely physical evidence, reliability, responsiveness, assurance, empathy have an important role and support customer satisfaction. Service improvement continues to be carried out by the management of PT. Bank Sulselbar by expanding the network of branch offices, cash offices, payment points, making it easier for customers to withdraw cash at Indomaret convenience stores, launching new products that can be accessed through internet banking and mobile banking. The increasing number of bank networks makes it easier for people to transact. Currently all bank Sulselbar office network has been equipped with ATM machine facilities. Bank Sulselbar will continue to improve the quality of services by expanding its service network to facilitate banking needs for the community.

This research is consistent with the results of research conducted by (Famiyeh et al., 2018; Osman et al., 2015; A Parasuraman et al., 1988; Yaqin & Ilfitriah, 2015; Zeithaml et al., 2014), that the quality of service can improve customer satisfaction and loyalty.

#### **Customer Value To Customer Satisfaction.**

The results of the study have proven that customer value variables have a positive and significant effect on customer satisfaction. This gives the implication that the indicators of customer value variables are product quality, satisfactory products, products as needed, receiving customer complaints, atm products and facilities

available, providing value and satisfaction to customers. Please note that customer value obtained by customers from PT. Bank Sulselbar, judging from the customer's perception of the variable value of the special customer statement (X3) number 3, is happy and proud to use Bank Sulselbar's products which is the highest indicator in shaping customer value. This indicates that respondents argued that PT products. Bank Sulselbar can meet the banking needs of customers, but still requires improvement of services in the procedures and ease of product usage requirements. In other words, PT. Sulselbar always innovate and ease in terms of accessing products. In services or services, products and processes must be clearly distinguishable, even the product is the process itself. The implications are in the production process of a service product, where the quality of service products provided by PT. Bank Sulselbar can create a positive perception from customers towards PT. Bank Sulselbar and produce a customer satisfaction.

This research strengthens previous research conducted by Arifin et al. (2019); Hami et al. (2016); Palilati (2007); Suliyanto (2013); Woro & Naili (2013), that customer value directly affects customer satisfaction and loyalty.

### **The Effect of Marketing Mix on Customer Loyalty**

The results have proven that marketing mix variables have a positive and insignificant effect on customer loyalty. This gives the implication that the indicators of the variable marketing mix especially: *price and promotion* have *not* been able to fully make customers satisfied and loyal. Seeing the importance of marketing mix to lure customers so that bank customers are satisfied and loyal, it can be concluded that customer satisfaction and loyalty are closely related to the application of marketing mix. If the application of the marketing mix carried out by the bank is not in accordance with the wishes of the customer, especially the pricing to get products / services and promotions that are not in accordance with the promise, then the bank will be abandoned by its customers and they choose other banks that have more value in the marketing mix. However, if the application of the marketing mix carried out by the bank in accordance with customer expectations, customer satisfaction will be achieved which in the end the customer becomes loyal.

This research supports previous research conducted by Al Muala & Al Qurneh (2012); Fadillah & Yuniati (2016); Osman et al. (2015); Sari (2018); Tantra & Marcelina (2017), that not all elements of the marketing mix have a positive and significant effect on customer satisfaction and laoyalitas.

### **Pengaruh Quality of Service To Customer Loyalty**

The results have proven that service quality variables have a positive and significant effect on customer loyalty. This gives the implication that indicators of variable service quality ie physical evidence, reliability, responsiveness, assurance and empathy make customers satisfied and loyal. Quality of service provided by PT. Bank Sulselbar in accordance with customer expectations. Customers are happy because their expectations are in line with expectations. The quality of service *or customer service* is not a permanent or rigid thing, but rather flexible and can be changed. This change is certainly in the form of improving the quality of service for the better. In the process of changing the quality of service is required several things to support the process. For example, surveys or observations to customers, including inputs, opinions and *feedback about* services that have been provided. The quality of this service becomes important because it will have a direct impact on the Image of Bank Sulselbar. Good quality of service will be an advantage for the Bank. How not, if a company has got positive value in the eyes of customers, then the customer will provide good *feedback*, and it is not impossible to be a regular customer or repeat *buyer*. Therefore, it is very important to consider the aspects of customer loyalty related to the quality of service provided. Types of services that can be provided for example in the form of convenience, speed, ability, and hospitality are shown through attitudes and direct actions to consumers.

This research strengthens the results of research conducted by (Famiyeh et al. (2018); Osman et al. (2015); Puspitasari & Edris (2011); Yaqin & Ilfitriah (2015), that the quality of service can improve customer satisfaction and loyalty.

### **How Customer Value Affects Customer Loyalty**

The results have proven that customer value variables have a positive and insignificant effect on customer loyalty. This gives the implication that the indicators of customer value variables namely product quality, satisfactory products, products are in accordance with the needs, bank employees receive, understand customer complaints, products and facilities are available everywhere but have not been able to make loyal customers because of the large number of rival banks offering the same products in different ways and the public is interested.

The results of this study support research from Ernani (2008) which revealed that the quality of service has a positive and significant effect on customer loyalty. This finding is in accordance with the opinion of Rusnadi (2004) who stated that customer loyalty will be created if the bank can provide satisfaction to

customers by providing services in accordance with customer expectations that ultimately the quality of a service will create customer loyalty to service companies.

J Bloomer, De Ruyter, & Peters (1998) get quality services have a direct influence on loyalty and influence loyalty through satisfaction. The same results are also shown by the results of research Andreassen, Lindestad, & Barometer (1997) states that if the customer is satisfied with the goods or services received, it will give rise to loyalty / loyalty of consumers. Similarly, Assael 's opinion (1995) that customer satisfaction can increase the intensity of purchases, and with this optimal level of satisfaction will encourage the creation of loyalty.

### **The Effect of Customer Satisfaction on Customer Loyalty**

The results have proven that customer satisfaction variables have a positive and significant effect on customer loyalty. This gives the implication that the indicators of variable customer satisfaction, the suitability of costs with the benefits obtained, ease of doing transactions, satisfied with the services provided, satisfied with the products offered, quickly respond and providesolutions, can make customers loyal. PT. Bank Sulselbar looks at other factors that affect customer satisfaction is technology facilities. Technology facilities are equipments that provide convenience to customers to carry out their activities so that customer needs can be met such as internet banking. Technology facilities are provided by PT. Bank Sulselbar as a means to complement and support activities in the smooth running of customers to enjoy the services provided. Ease of action and products offered affect customer satisfaction this is in line with the opinion of Kotler & Keller (2008), Saying that customer satisfaction as a level of one's feelings as a result of the comparison between reality and expectations received from a product and service.

It is clear that the customer will demand convenience -ease to the service provider with regard to the needs desired by the customer this is in accordance with the theory of Martin (2004)The theory of *difference (discrepancy theory)*, where the theory says that one's satisfaction can be obtained by comparing what is expected or desired dengan achievement or reality. Kotler & Keller (2008) mengatakan that Customer satisfaction as a level of one's feelings as a result of the comparison between reality and expectations received from a product and service.

### **The Effect of Marketing Mix on Customer Loyalty Through Customer Satisfaction**

The results of the study have proven that the variables of the marketing mix do not have a positive and insignificant effect on customer loyalty through customer satisfaction with PT. Bank Sulselbar. This has the implication that, indirectly, the variables of the marketing mix have no positive effect on nasabah loyalty through customer satisfaction. The creation of satisfaction can provide several benefits including the relationship between the company and customers to be harmonious, become the basis for repurchases and create customer loyalty and word of mouth recommendations that benefit the bank. Tjiptono (2008) Customer loyalty is not formed in a short time but through a learning process and based on the results of the experience of the customer itself from consistent purchases all the time. If the obtained is in accordance with expectations, then this purchase process continues to repeat. It can be said that there has been a rise in consumer loyalty. If from his experience, the consumer does not get a satisfactory brand then he will not stop to try other brands until he gets a product or service that meets the criteria they set.

According to Kotler the relationship between satisfaction and loyalty is a time when consumers achieve the highest level of satisfaction that creates a strong emotional bond and long-term commitment to the company's brand. Kotler & Keller (2008) Loyalty is a measure of consumer connection to a brand. This measure is able to give an idea of whether or not a consumer switches to another product brand, especially if the brand is found to be a change, either nudg ut price or other attributes. Darmadi Durianto (2001) A consumer who is very loyal to a brand will not easily move his purchase to another brand, whatever happens with the brand. When consumer loyalty to a brand increases, the vulnerability of that Consumer group from threats and attacks on competitors' product brands can be reduced. Thus, brand loyalty is one of the core indicators of brand equity that is clearly related to sales opportunities, which also means guaranteeing the company's future profit. Loyalty to this brand arises because consumers perceive the brand to produce products that have a number of benefits and quality at the appropriate price. Brand loyalty is also an indication of brand strength, because without brand loyalty there will be no brand strength. This can be seen in the brands that are the leaders in the market, it can be ascertained that the brand has loyal customers to the brand (Giddens, 2002).

### **The Effect of Quality of Service on Customer Loyalty Through Customer Satisfaction**

The results have proven that service quality variables have a positive and significant effect indirectly on customer loyalty through customer satisfaction. This gives the implication that the indicators of service quality variables namely: physical evidence, reliability, responsiveness, assurance and empathy have been applied well by Bank Sulselbar, thus providing satisfaction to customers and making them loyal. Quality has a

close relationship with customer satisfaction in determining customer loyalty. Quality provides an encouragement to customers to establish strong relationships with banks. In the long term this kind of bond allows banks to understand carefully the expectations of customers as well as their needs. Thus, the bank can increase customer satisfaction through the provision of enjoyable services will certainly create high loyalty to customers towards bank, (Tjiptono & Chandra, 2005).

The results of this study are in accordance with previous research on the influence of quality of service on loyalty mediated by customer satisfaction conducted by Puspitasari & Edris (2011), which shows that the quality of service affects the loyalty that is mediated by customer satisfaction. Service Quality (Service) as interpreted by ISO 9000 is a combination of properties and characteristics that determine the extent to which the output can meet customer needs requirements. The customer determines and assesses how far that trait and characteristics meet his needs. According to Tjiptono & Chandra (2005) defines the quality of service is the level of how good the level of service provided is able to meet customer expectations. Another definition of service quality according to Tjiptono & Chandra (2005) is the *level of excellence* that is expected and control over these advantages to meet the wishes of customers.

### **The Effect of Customer Value on Customer Loyalty Through Customer Satisfaction**

The results have proven that customer value variables have a positive and significant effect indirectly on customer loyalty through customer satisfaction. This gives the implication that variable customer satisfaction is able to mediate customer value to customer loyalty. This indicates that any change in loyalty (increase/decrease) is influenced by customer value. In general, customers who have a good perception of a bank will become loyal. Customers who have a good perception of value will feel satisfied first, but based on the results of research and customer value affect customer loyalty because the customer has a level of satisfaction with the value perceived so that they become loyal to the products and services of the bank.

The results of the above research support previous research conducted by Arifn et al. (2019); Hami et al. (2016); Suliyanto (2013); Woro & Naili (2013), that customer value has a positive and significant effect on customer satisfaction and loyalty.

## **VI. Conclusions And Suggestions**

The results found that directly the marketing mix has no positive and insignificant effect on customer satisfaction. Directly, the quality of service has a positive and significant effect on customer satisfaction. Directly customer value has a positive and significant impact on customer satisfaction. This means that in general, PT Customers. Bank Sulsebar has been satisfied with the variable marketing mix and the quality of services that banks offer them. Directly, the marketing mix has a positive effect but does not affect customer loyalty. Directly, the quality of service has a positive and significant effect on customer loyalty. This means that customers will have higher loyalty if they feel a better quality of service. Directly customer value has a positive effect but does not significantly affect customer loyalty. Directly customer satisfaction has a positive and significant effect on customer loyalty. Indirectly, the marketing mix has no positive and insignificant influence on loyalty through customer satisfaction. Indirectly, the skin of the service has a positive and significant effect on customer loyalty through customer satisfaction. Indirectly, customer value has a positive and significant effect on customer loyalty through customer satisfaction.

Based on the conclusion of the research, the advice given from this research is to the Management of PT. Bank Sulsebar in order to evaluate and innovate in terms of the application of marketing mix, namely creating modern products that meet the needs and desires of customers at competitive prices and benefit customers, always through the promotion of introducing bank products, preparing an easy-to-reach distribution channel, conducting a fast and quality service process by maximizing the bank's available resources.

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