Customer Loyalty Model of Export Product Shipment Certification

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Abstract - This study explores a loyalty model for customers of PT. XYZ, a certification body managing export product shipment certification. It examines the role of service quality, customer satisfaction, trust, and loyalty and aims to identify areas for improvement. The questionnaires were distributed to 119 companies, but only 104 companies became research respondents. The data was collected using convenience sampling and telephone surveys. Results indicate that customer satisfaction is significantly shaped by five Servqual service quality dimensions: tangibility, empathy, reliability, responsiveness, and assurance. These dimensions also substantially influence customer trust. Satisfaction and trust directly affect customer loyalty, with indirect effects mediated through trust. Specifically, reliability impacts trust via satisfaction, and assurance impacts trust through satisfaction. Satisfaction, in turn, drives loyalty through trust. For further improvements in service quality, it is recommended PT. XYZ conducts training personnel in communication and regulatory compliance. PT. XYZ is also suggested to conduct document control and personal protective equipment management training.

Kata Kunci : Loyalty Model; Export Product Shipment Certification; Customer Satisfaction

1. Introduction

The XYZ company is a certification body engaged in Certificate of Conformity (CoC) service and has been operating since 2017. The company provides services to exporters who want to certify their products for specific market requirements, especially in Africa and the Middle East, such as Botswana, Morocco, Algeria, Saudi Arabia, Kuwait, Qatar, Libya, Ethiopia, Tanzania, and Uganda. In Indonesia, several competing companies offer similar services, such as SGS Indonesia, Intertek, Bureau Veritas Indonesia (BV), Cotegna Indonesia, Applus, and Eurofins. These companies have long been engaged in certification services. The certification body can be categorised as a new company in CoC services, so its sales achievements have yet to be able to compete with SGS, Eurofins, BV, and Intertek, which have been engaged in shipment certification services and have more customers. From 2017 to present, the number of customers who use CoC service of XYZ company has reached 119 companies.

In 2021, CoC service reached the highest sales value of IDR 6,038,097,170, although it has yet to reach the yearly sales target. However, in 2022, the sales decreased to IDR 4,803,531,153. The data can be seen in Figure 1 Various factors, such as the conditions and capabilities of the seller and market conditions, can influence the decline in the sales value of this service. Sellers must be able to convince buyers to buy the products they offer to achieve the expected sales goals (Swastha, 2002). Sellers must provide good service quality and fully understand essential and closely related aspects such as the products' characteristics, prices, and other terms of sale. Companies that understand the wants and needs of their customers will keep customers loyal to the company (Sharma et al., 2020). Companies need loyal customers in a competitive market to continue growing (Saini & Singh, 2020)
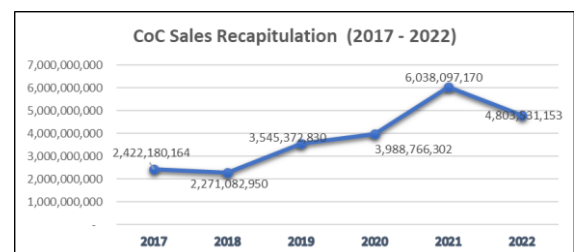

Figure 1. Recapitulation of XYZ Company's CoC Certification

According to Sharma et al. (2020), loyal customers will increase sales and profitability. Other studies also state that loyalty will increase sales and profits (Lin & Bowman, 2022). Similar research results are also mentioned in Obafemi et. al (2023) research on the effect of customer loyalty on organisational performance, that repeat purchases help increase market share and organisational profitability. Customer loyalty intentions can be a company's strategy and competitive advantage in the face of competition in the market arena, so company management needs to ensure that providing good

service, high-quality products and satisfactory delivery to customers (Obafemi et al., 2023).

Many things affect customer loyalty, including service quality, satisfaction, and trust (Alkhurshan & Rjoub, 2020; Sharma et al., 2020). Service quality is defined as the customer's assessment of the company's excellence (Parasuraman et al., 1988), so what they get during interactions with the company will be an evaluation from the customer to the company. It often indirectly impacts the head of customer loyalty but directly impacts customer satisfaction (Rizan et al., 2020). Good service quality will increase customer satisfaction, a feeling of pleasure or disappointment that arises after comparing expectations and the services' reality (Kotler et al., 2009). The success of a company depends on customer satisfaction.

In the process of fostering customer loyalty, in addition to satisfaction, customer trust is also needed. Consumer trust is crucial because this relationship with the company involves the belief that the company can provide high-quality, reliable and integrity services (Nurhadi & Azis, 2018). One way to foster customer loyalty is to measure and analyse the aspects that influence customer loyalty. The measurements taken will be helpful to find out what aspects still need to be improved to foster customer loyalty.

Thus, in this research, we aim to analyze a customer loyalty model that examines the connection between service quality, satisfaction, trust, and loyalty among customers of CoC service. Several research questions will be discussed: (1) How does quality of service impact customer satisfaction and trust in CoC service at XYZ company? (2) How does customer satisfaction affect the trust of CoC service at XYZ company? (3) How do customer satisfaction and trust impact the loyalty of CoC service at XYZ company? (4) Lastly, what policy formulations will be pursued to enhance customer loyalty towards CoC service at XYZ company?

2. Methodology

2.1 Model Development

Service quality is the result of all the attributes of products and services that show they can meet the demands of customers, whether those needs are obvious (Kotler et al., 2009). Service quality needs to be measured, to compare before and after changes in the organization. Measurement is also necessary to identify issues related to quality. The measurement results are needed to establish quality service standards (Arasli et al., 2005). Arasli (2005) stated that Servqual is the most common service quality model that is used to measure service quality. It has five dimensions, namely tangible, empathy, responsiveness, reliability and assurance (Parasuraman et al., 1988).

As an input for this loyalty model, we use the Servqual model as a measurement model for service

quality. The Servqual model is commonly used to measure service quality in various research objects, such as in the banking sector, education, logistics, and other fields (Goumairi, 2020; Pakurár et al., 2019; Restuputri et al., 2021). Servqual, developed by Parasuraman et al. (1988), has five primary aspects of service quality are tangibility, empathy, reliability, responsiveness, and assurance. It received some criticism, particularly regarding the dimensions of the model used (Jonkisz et al., 2021). However, Servqual has become the basis for the development of various service quality measurement scales, especially for measuring pure service quality (Kusyana & Pratiwi, 2019). Previous research has indicated that service quality has an indirect impact on customer loyalty, mediated by customer satisfaction (Rizan et al., 2020; Sharma et al., 2020; Surahman et al., 2020). From the above explanation, the hypotheses presented are:

H_1 : Tangibility affects customer satisfaction
H_2 : Empathy affects customer satisfaction
H_3 : Reliability affects customer satisfaction
H_4 : Responsiveness affects customer satisfaction
H_5 : Assurance affects customer satisfaction
H_6 : Tangibility affects customer trust
H_7 : Empathy affects customer trust
H_8 : Reliability affects customer trust
H_9 : Responsiveness affects customer trust
H_{10} : Assurance affects customer trust

Customer satisfaction, according to Kotler and Keller (2009), is an individual's assessment of a product's performance compared to their expectations. Customer satisfaction is contingent upon the product successfully meeting their expectations. Conversely, if the goods surpasses their expectations, the customer will experience satisfaction. Customer-focused companies will develop strategies to create high customer satisfaction. According to Kotler and Keller (2009), creating customer satisfaction is a way to retain customers. Loyal customers will make regular purchases of products/services and will recommend those products/services to others. Loyal customers are also not easily influenced by competitors' products (Tjiptono & Chandra, 2012). Considering the above explanation, the suggested hypothesis are:

H_{11} : Customer satisfaction affects customer trust
H_{12} : Customer satisfaction affects customer loyalty

Kotler et al. (2009) define trust as the corporation's readiness to depend on a business partner. A critical component of establishing and sustaining enduring relationships with customers is client trust. It is also possible to interpret consumer trust as the consumer's understanding of the benefits of a product's numerous attributes and the belief that it exists (Sumarwan, 2011). Mowen and Minor (2012) define consumer trust as the sum of all the knowledge a consumer possesses and all the conclusions a consumer draws regarding an object, its attributes, and its benefits.

Customer loyalty, as defined by Tjiptono (2000), refers to a customer's commitment to a brand, store, or supplier manifested through a favorable attitude and the regular act of repurchasing the goods. In contrast, Griffin (2005) argues that loyalty is more strongly linked to actions rather than attitudes. Customer loyalty is a measure that assesses the degree of confidence that consumers have in a specific product or service, demonstrated by their consistent purchases, despite possible factors affecting their buying habits. (Griffin, 2005). Customer loyalty is influenced by a variety of factors, including satisfaction, emotional bonding, trust, ease, and experience with the company (Gaffar, 2007).

Customer trust influences loyalty, according to Sharma et al. (2020). Trust is a confident relationship with the unknown. Trust is generated when one party has faith in the integrity and dependability of the other, as per Morgan and Hunt (1994). Trust and customer satisfaction are variables that mediate service quality and loyalty. In another study on Islamic banking practices, customer satisfaction and trust have a very significant relationship. Trust is closely related to customer loyalty (Kartika et al., 2020; Restuputri et al., 2021). Based on the explanation, the hypothesis proposed is:

H_{13} : Customer trust affects customer loyalty.

Based on the literature, we presented the conceptual framework of this study in Figure 2. Conceptual FrameworkThe conceptual framework serves as a starting point for assessing the relationship between variables and should be included in the first estimate for further investigation.
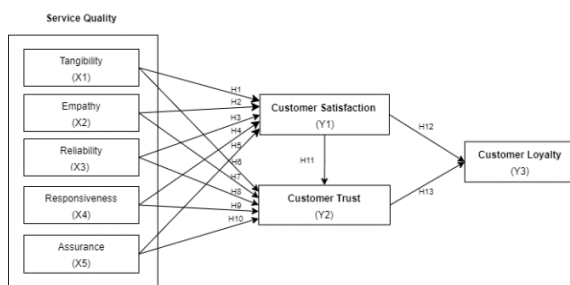

Figure 2. Conceptual Framework

2.2 Data Collection

This study was conducted from September 2023 to February 2024. This research uses a cross-sectional method. The data used in this study are primary data, which comes from the answers to the respondents' questionnaires, and secondary data, which comes from books, journals, and other scientific sources related to this study. A survey technique, a questionnaire via telephone, was used to collect research data. The questionnaire answers use a Likert scale of 1 to 4, describing respondents' attitudes to the statement, with the weighting of numbers 1 to 4 as follows: Strongly Disagree, Disagree, Agree, and Strongly Agree.

Convenience sampling techniques were used to select samples for this study. Sample selection using convenience sampling based on specific criteria. The population criteria determined to be the sample of this study are: (1) the exporters who use shipment certification services from XYZ certification body from 2017 to 2024, (2) return the questionnaire that has been answered to the researcher.

2.3 Analysis Method

This study employed an SEM model to develop and assess statistical models. The software utilized for SEM analysis is Smart PLS 4.0. The analysis will focus on the external relationship between the construct and its indicators within the SEM-PLS framework. In this model, 15 of the 23 indicators are linked to the independent variable, 6 are related to the intervening variable, and 3 correspond to the dependent variable. The following analysis techniques have been conducted: 1) the validity testing using loading factor and Average Variance Extracted (AVE), 2) discriminant validity value using Fornell-Larcker Criterion test, 3) reliability test using Composite Reliability (CR) or the Cronbach-Alpha test and coefficient of determination (R^2) test, and 4) hypothesis testing.

3. Result and Discussion

3.1 Outer Model Analysis

As stated above, the outer model analysis conducted in this research is 1) the validity testing using loading factor and Average Variance Extracted (AVE), 2) the discriminant validity value using the Fornell-Larcker Criterion test, 3) the reliability test using Composite Reliability (CR) or the Cronbach-Alpha test. The results of the outer model analysis are shown in Table 1.

Exploring the outer model requires three essential testing stages: convergent validity testing, discriminant validity testing, and reliability testing. Validity testing involves the use of the loading factor value, and the Average Variance Extracted (AVE) value. A loading factor requirement above 0.7 indicates that the latent variable should explain at least 50% or above of the variance in each indicator. (Haryono, 2016; Sholihin & Ratmono, 2020). The result of outer loading in Table 1 shows all the indikator are grater than 0.7.

A further technique employed to assess convergent validity is the AVE test. Each variable must achieve a minimum mean absolute value of 0.5 (Ghozali & Latan, 2015). Convergent validity is considered good if the AVE value exceeds the minimum value. According to Table 1, all variables tested have values greater than 0.5. This indicates that all latent variables meet

the requirements of convergent validity and can be classified as good.

The last phase of the outer model analysis is the reliability test, which is conducted to establish the correlation between variables. The reliability test utilizes either the Composite Reliability (CR) or the Cronbach-Alpha value. If both the CR value and the Cronbach-Alpha value exceed 0.70, the test can be considered valid.

Table 1 presents the findings of the Cronbach-Alpha and CR calculations.

Table 1. Outer Model

Variable	Outer Loading	AVE	CR	Cronbach Alpha	Description
Tangibility		0.792	0.930	0.869	Reliable
- The use of Personal Protective Equipment (PPE) by Inspectors	0.896				Valid
- The availability of complete assessment form	0.891				Valid
- The adequacy of tools and communication media	0.883				Valid
Empathy		0.761	0.944	0.843	Reliable
- Friendliness of staff	0.861				Valid
- Time's allocation to listen customer complaits	0.889				Valid
- Providing solutions to customer problems	0.867				Valid
Reliability		0.732	0.884	0.817	Reliable
- Time availability for listening customer's complaints	0.862				Valid
- Accuracy of information submitted	0.863				Valid
- Accuracy in reviewing customer's documents	0.841				Valid
Responsiveness		0.719	0.926	0.870	Reliable
- Speed of responding customer	0.839				Valid
- Speed of reviewing requirement documents	0.889				Valid
- Speed of reporting	0.877				Valid
- Speed of issuing customer's problem	0.790				Valid
Assurance		0.809	0.846	0.764	Reliable
- Security of exporter's documents	0.899				Valid
- Competence of technical officers in providing information	0.900				Valid
Customer Satisfaction		0.827	0.934	0.851	Reliable
- Acceptability of service quality which inline with expectation	0.911				Valid
- Service conformity with service description	0.908				Valid
Customer Trust		0.770	0.793	0.790	Reliable
- Company's advantages over similar company	0.843				Valid
- Customer's confidence about CoC	0.899				Valid
- Company's reliability in providing CoC	0.890				Valid
Customer Loyalty		0.713	0.879	0.799	Reliable
- Continuous customer usage of for CoC service	0.849				Valid
- Customers' recommendation of the CoC service to other company	0.849				Valid
- Customers retention of CoC service despite having to pay higher prices compared to comparable companies	0.835				Valid

Source: Data processed by researchers, 2024

3.2 Inner Model Analysis

Inner model (structural model) evaluation is the second stage in research tests that apply the Partial Least Square—Structural Equation Modeling (PLS-SEM) method. This evaluation aims to predict the causal relationship between variables through the R^2 value (Coefficient of Determination).

The R-Square results show that the structural model (inner model) value is the coefficient of determination (R^2) measures the ratio of endogenous construct variance explained by the predictor construct. There are three groupings of R^2 values: 0.25 means a weak level of prediction accuracy, 0.50 means moderate, and 0.75 means strong (Hair, 2011).

According to Table 2, the R² value for customer satisfaction is 0.936, indicating that it meets the strong criteria. The R² value for customer trust is 0.872, indicating that the customer trust variable meets the strong criteria. The R2 value for customer loyalty is 0.736, indicating that it falls within the medium criteria.

Table 2. Coefficient of Determination (R2) Value

Variabel	R-square	Criteria
Customer Satisfaction (CS)	0,936	Strong
Customer Trust (CR)	0,872	Strong
Customer Loyalty (CL)	0,736	Medium

Source: Data processed by researchers, 2024

3.3 Hypothesis Test

The last stage is hypothesis testing, a statistical method used to make decisions based on sample data and test hypotheses about population parameters. Hypothesis testing is a method employed to ascertain the acceptance or rejection of a hypothesis. Testing is conducted using the bootstrapping method in SmartPLS 4.0. The acceptance of the hypothesis is determined by evaluating the path coefficient (original sample), t-statistics, and p-value. In this test, a 5% significance level is employed. As a result, latent variables are considered to have a significant impact on other latent variables if the T-Statistics value exceeds 1.96. Meanwhile, a p-value of less than 0.05 states that one variable can affect others.

Table 3. Hypothesis Testing Result

	Variable	Path Coeff.	T-Stat	P-Value	Result
H_1	Tangibility → Customer Satisfaction	0.118	2.042	0.042	Accept H_1
H_2	Empathy → Customer Satisfaction	0.150	2.184	0.029	Accept H_2
H_3	Reliability → Customer Satisfaction	0.209	2.691	0.007	Accept H_3
H_4	Responsiveness → Customer Satisfaction	0.132	2.043	0.042	Accept H_4
H_5	Assurance → Customer Trust	0.799	11.999	0.000	Accept H_5
H_6	Tangibility → Customer Trust	0.209	2.191	0.029	Accept H_6
H_7	Empathy → Customer Trust	0.173	2.017	0.044	Accept H_7
H_8	Reliability → Customer Trust	0.240	2.930	0.004	Accept H_8
H_9	Responsiveness → Customer Trust	0.210	2.239	0.026	Accept H_9
H_{10}	Assurance → Customer Trust	0.363	2.095	0.037	Accept H_{10}
H_{11}	Customer Satisfaction → Customer Trust	0.550	3.073	0.002	Accept H_{11}
H_{12}	Customer Satisfaction → Customer Loyalty	0.342	3.696	0.000	Accept H_{12}
H_{13}	Customer Trust → Customer Loyalty	0.554	6.256	0.000	Accept H_{13}

We also tested our hypotheses on indirect impacts. Tangibility (TN), empathy (EP), reliability (RT), responsiveness (RS), and assurance (AS) factors are investigated for their indirect effects on customer trust (CR) through customer satisfaction (CS), and customer satisfaction (CS) influences customer loyalty (CL) through customer trust (CR). The indirect impact hypothesis test results are displayed in Table 4.

Table 4. Hypothesis Testing Result on Indirect Effect

	Path Coeff.	T-Stat	P-Value	Result
Tangibility → Customer Satisfaction→ Customer Trust	0.065	1.801	0.072	Not Significant
Empathy → Customer Satisfaction→ Customer Trust	0.083	1.927	0.055	Not Significant
Reliability → Customer Satisfaction→ Customer Trust	0.115	2.220	0.027	Significant
Responsiveness → Customer Satisfaction→ Customer Trust	0.073	1.772	0.077	Not Significant
Assurance → Customer Satisfaction→ Customer Trust	0.440	2.808	0.005	Significant
Customer Satisfaction→ Customer Trust→ Customer Loyalty	0.305	2.813	0.005	Significant

Source: Data processed by researchers, 2024

3.4 Discussion
3.4.1 Interpretation of Testing Result

From Table 3, can be concluded that all variables describing the dimensions of Servqual, namely tangibility (TN), empathy (EP), reliability (RT), responsiveness (RS), and assurance (AS), have a significant effect on customer satisfaction (CS). The greater the value of service quality, the higher the level of customer satisfaction. This result inline with some research with various cases (Balinado et al., 2021; Oliveira & Brandão, 2023; Teoh et al., 2023; Zhang, 2022; Zygiaris et al., 2022). The dimensions of Servqual service quality are also have ssignificant

effect on customer trust, inline with (Nguyen et al., 2023; Rehman et al., 2020; Shukri et al., 2013; Utami et al., 2019). From the testing we also know that Customer satisfaction (CS) also significantly affects customer trust (CR). This implies that clients will be more likely to trust the services offered by the certification body if they are more satisfied.

In addition, customer satisfaction (CS) and customer trust (CR) significantly affect customer loyalty (CL). When the level of customer satisfaction and trust is higher, the customer will use the company's services again in the next project. The perception that they will get good, reliable, and

trustworthy service will increase confidence in the company and foster loyalty. Some research result the similar findings with this conclusion (Ashraf et al., 2021; Halim et al., 2023; Rahmawati et al., 2023).

We also tested our hypotheses on indirect impacts. Tangibility (TN), empathy (EP), reliability (RT), responsiveness (RS), and assurance (AS) factors are investigated for their indirect effects on customer trust (CR) through customer satisfaction (CS), and customer satisfaction (CS) influences customer loyalty (CL) through customer trust (CR). The indirect impact hypothesis test results are displayed in Table 4. The results of the tests showed that customer satisfaction influences customer loyalty through customer trust, and assurance and dependability influence customer trust through customer satisfaction. Rahayu and Wati (2018) demonstrated the impact of service quality on customer satisfaction, which in turn influences customer loyalty. The study measures service quality using the Servqual dimension, which includes tangibility, empathy, reliability, responsiveness, and assurance. These factors have been found to have a significant impact on customer satisfaction (Rahayu & Wati, 2018).

In line with the previous result of the hypothesis testing of indirect effect, Dharmawati (2022) affirms that customer trust serves as a mediator in the connection between customer satisfaction and loyalty. Any increases in the customer satisfaction variable will result in modifications to the increase in the customer loyalty variable. This finding explains that customers who experience higher levels of satisfaction are more likely to exhibit greaater loyalty towards the ownership of the products. (Dharmawati et al., 2022).

3.4.2 Managerial Impact

As a follow-up to this study's results, we provide several recommendations for companies to increase customer loyalty. It is recommended that the company enhance service quality in five aspects, namely tangibility, empathy, dependability, responsiveness, and assurance, to enhance client loyalty. Therefore, this will enhance consumer satisfaction and confidence, leading to a greater degree of customer loyalty. The recommended strategies for the XYZ certification body to increase customer loyalty are to provide training to employees. Several dimensions, such as empathy, reliability, and responsiveness, are closely related to customer communication because employee in charge must inform customers of regulations and requirements. They must also be able to provide solutions if problems arise when the certification process is underway and communicate well with customers.

For this reason, several trainings can be proposed to improve the competence of employees in charge in this field, such as communication training to improve the ability to interact with partners and customers, and training on regulatory export requirements to destination countries. Communication training will be very important to improving the empathy dimension because it will improve employees' ability to understand customer needs and problems related to export product certification services.

Regarding tangibility and assurance, XYZ company is also advised to provide document control training to employees on duty so that competence in document management can be carried out effectively, easily traced, and guaranteed security. In addition, the tangibility dimension is also related to the use of personal protective equipment (PPE). For services in the tangibility dimension, XYZ company is advised to provide personal protective equipment management training to increase awareness of the importance of using PPE when working in the field.

XYZ company is adviced to conduct periodic service evaluations and follow up on evaluation results. It should carry out periodic evaluations. Evaluation can be done through internal audits and feedback from customers. Positive feedback can motivate the company to serve customers. Conversely, negative feedback can be input for the company to improve service quality.

4. Conclusion

In the shipping certification service model, customer satisfaction is directly influenced by the five service quality dimensions: tangibility, empathy, dependability, responsiveness, and assurance. The five elements of service quality (tangibility, empathy, reliability, responsiveness, and assurance) have a direct impact on consumer trust. client satisfaction and trust have a direct impact on client loyalty. The indirect impacts of dependability, assurance, and customer loyalty are as follows: (1) reliability influences customer trust through customer satisfaction, (2) assurance influences customer trust through customer satisfaction, and (3) customer satisfaction influences customer loyalty through customer trust. Some managerial implications can be suggested to XYZ company, namely providing training for employees. In charge of export product certification services, such as communication training, training on export regulations and requirements, document control training, and personal protective equipment management. XYZ company is also advised to conduct periodic service evaluations and follow up on the evaluation results. Some improvements can be made for further research. Apart from these five dimensions, other factors can still be considered for this study. Therefore, it is recommended that future research add other aspects or use other service quality models that can provide a more detailed picture of the customer loyalty model.

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