THE EFFECT OF SERVICE QUALITY AND MARKETING MIX STRATEGY ON SATISFACTION AND LOYALTY OF KPR CUSTOMERS AT PT. BANK CENTRAL ASIA, TBK. MAKASSAR BRANCH

Mardin Setiawan¹, Syamsu Alam², and Jumidah Maming³

¹PT. BANK CENTRAL ASIA, TBK. MAKASSAR BRANCH, (mardinsetiawan01@gmail.com)
²Master of Management, Faculty of Economics and Bussines, Hasanuddin University, (syamsualam60@yahoo.com)
³Master of Management, Faculty of Economics and Bussines, Hasanuddin University, (jumidahmaming@gmail.com)

ABSTRACT
This study aims to know and to analyze the effect of service quality strategy, marketing mix strategy on Household Loan Credit (KPR) customer satisfaction, the influence of service quality and marketing mix strategy on KPR customer loyalty, the effect on satisfaction on KPR customer loyalty, service quality strategy and marketing mix strategy on customer loyalty through KPR customer satisfaction at PT. Bank Central Asia Tbk Makassar Branch. To achieve these objectives, techniques of collecting data carried out through observation and distribution questionnaires by using data analysis techniques, namely descriptive analysis, validity and reliability testing, assumption classic tests, and path analysis. The results of this study proved that the service quality strategy and marketing mix strategy gave a positive and significant effect on customer satisfaction. Service quality strategy and marketing mix strategy gave a positive and significant influence on customer loyalty, the customers' satisfaction has a positive and significant effect on customer loyalty, customer satisfaction could mediate the effect between service quality strategy and marketing mix strategy on increasing customer loyalty at PT. Bank Central Asia, Tbk. Makassar Branch.

Keywords: service quality strategy, marketing mix, customer satisfaction and customer loyalty.

INTRODUCTION
Banking competition and the business situation in the market today is changing very rapidly. So it is demanded that every bank competes to attract customers in a variety of ways and strategies. It begin from introducing efficient and most profitable banking products to excellent service programs aimed at customer satisfaction who use the services of the bank and it is expected to be able to maintain (loyalty) existing customers.

To create customer loyalty, one of the factors that the company needs to consider and is very dominant in customer loyalty is satisfied customers. The tight competition in the banking industry requires each bank to be able to provide quality services for its customers. Service quality is one of the critical points for the banking industry is engaged in the service sector. A good service quality will create satisfaction for customers. Herlambang (2014:77) says that satisfaction is the level of one's feelings after comparing the perceived performance (or outcome) compared to his expectations. So the level of satisfaction is a function of the difference between perceived performance and one's expectations, and customer loyalty will create if the customer feels satisfied dealing with the bank, the customer satisfaction rate is a
comparison between the value of services received and what expected will be accepted by the customer (Kotler, 2016).

Customer satisfaction is the main factor in shaping customer loyalty. If the customer is satisfied with the service, it will lead to customer loyalty. Customer loyalty is a condition that is expected by every company, especially service companies such as banking. High customer loyalty can indicate the success of a company. To create customer satisfaction and loyalty, then the banking industry must improve the quality of its services. Service quality influences customer satisfaction. It is under the theory proposed by Tjiptono (2014:271) that service quality is a dynamic condition that is closely related to products, services, human resources, and processes and the environment that can at least meet or can exceed the quality of service expected. If the service obtained is as expected, it will provide satisfaction for customers, and also the quality of service affects customer satisfaction can influence customer loyalty.

Besides service quality, the company must make the customer satisfy and loyal, then the banking company needs to do a marketing strategy. Marketing strategy according to Assauri (2018: 168-169) is a set of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and reference and allocation, especially in response to the company in dealing with the environment and competition. Gitosudarmo (2016: 182) states that marketing strategy or marketing mix can use as a tool for companies to influence customers so that their customers can become acquainted and enjoy, and then make a purchase transaction and finally the customer becomes satisfied.

Service quality and marketing strategies are important issues, so this research is focused on Household Loan Credit (KPR) to help customers who need funds to be able to get a house. The bank will pay the house first for a prospective debtor to the housing developer, and later the customer (the prospective debtor) will pay the house to the bank within a certain period following the KPR agreement that has been agreeing between the two parties. One of the banks that provide KPR is Bank Central Asia, Tbk. Makassar branch.

PT. Bank Central Asia, Tbk. Makassar Branch is a company engaged in the banking sector, whose activities are giving credit to the customers. However, the problem is the number of loans or credit extended to customers in 2019 has decreased.

For more details, the following table below presented the data of customers in credit distribution in 2017 to 2019:

<table>
<thead>
<tr>
<th>Years</th>
<th>The Number of Customers (Person)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>309</td>
</tr>
<tr>
<td>2018</td>
<td>378</td>
</tr>
<tr>
<td>2019</td>
<td>257</td>
</tr>
<tr>
<td>Total</td>
<td>944</td>
</tr>
</tbody>
</table>

Source: PT. Bank Central Asia, Tbk. Makassar branch

The number of customers who take credit at PT. Bank Central Asia, Tbk. Makassar branch from 2017 to 2019 in 2019 has decreased. We can see that in the implementation of the service quality strategy undertaken by banks is still not appropriate because if it is seen
from the level of employee’s performance in serving the customer is less satisfying, and the employee in serving the customer is still lack of responsiveness.

Based on the problems that have been described above, then the researcher is interested to conduct research with the title: The Effect of Service Quality Strategy and Marketing Mix Strategy on KPR Customer Satisfaction and Loyalty at PT. Bank Central Asia, Tbk. Makassar Branch.

LITERATURE REVIEW

Marketing Management

Marketing Management plays a very important role in company because it organizes and manages all marketing activities. It is intended that the marketing system carried out by the company runs in accordance with the functions established by management. Kotler and Keller (2016: 27) say that marketing management is the art and science of selecting target markets and obtaining, maintaining, and increasing the number of customers through the creation, delivery and communication of superior customer value". While the marketing management according to Kotler and Armstrong (2015: 146) state that marketing management is the analysis, programs aimed at conducting exchanges with the intended market with a view to achieving the objectives of the organization.

Marketing

Marketing activities often interpreted as activities offering and selling products, but when viewed further, the meaning of marketing is not just offering or selling products, but it that analyze and evaluate the needs and desires of consumers. Rangkuti (2015:101) defines that marketing is a process of activity that is influenced by various social, cultural, political, economic, and managerial factors. As a result, each individual or group gets their needs and desires by creating, offering, and exchanging products that have commodity value. Besides, Tjiptono (2015:14) defines marketing as an organizational function and a series of process to create, communicate, and convey value to the customers, and manages customer relationships in such a way that benefits the organization and its stakeholders.

Service Quality

The quality of services given to the consumers must give the consumer become satisfy, therefore to provide services must be carried out following the service function. The quality of service provided by every company certainly has a purpose. Generally, the purpose of holding a service is to make the consumers feel satisfy and it has an impact on the company to get maximum profit. According to Tjiptono and Chandra (2016: 113), service quality contributes significantly to the creation of differentiation, positioning, and tight competition in every marketing organization, both manufacturing companies and service providers. Dimyati (2018:157) states that quality of service is a quality as a totality of the characteristics of a product or service related to the ability to satisfy the expressed or implied.

Marketing Mix

The purpose of implementing the marketing mix is to increase the sales growth of company products. Rapid growth will attract the attention of the customers, both old customers and prospective customers, where it encourages the customers' confidence and enhances the company's reputation. Customer confidence makes sales growth of the company higher. The application of marketing mix will build strength-building strengths that synergize with each other in supporting the company's successful programs. According to Kotler and Armstrong (2015: 76) marketing mix is a set of marketing tools for products,
prices, places and promotions that are integrated by the company to produce the desired response in the target market. Next, Ratnasari and Aksa (2016: 37) state that the marketing mix of goods includes 4P: Product, Price, Place, and Promotion. As for services, the four stages are less, where it should add 3: People, Process, and Physical evidence.

**Customer Satisfaction**

To meet customer satisfaction, the company is required to be careful to know the shifting needs and desires of customers that almost changes every time. Buyers will buy something after they make a perception towards offer value, satisfaction after buying something is depends on the offer performance compared to their expectations, then the definition of customer satisfaction is the level of a person feelings after comparing something with (the performance or results) what they feel and what they are expected. Thus, the level of satisfaction is a function from the difference between perceived performance and expectations and according to Sudaryono (2016:78), he states that customer satisfaction (consumers) as a whole attitude is shown by the customers about goods and services after they obtained and used it. This is a post-election evaluative assessment caused by special purchase selection and experience of using or consuming such goods or services.

**Customer Loyalty**

Loyalty is a psychological condition which is related to attitudes toward products, consumers will form their beliefs, determine what they like and dislike, and decide whether they want to buy a product or not (Hasan, 2014:134).

Customer loyalty is a long-term commitment of customers, which manifests in the behavior and attitudes that are loyal to the company and its products, by consuming the products regularly and repeatedly, so that the company and its products become an important part of the consumption process carried out by the customer.

**RESEARCH METHOD**

**Location and Research Design**

The researcher has conducted this research at PT. Bank Central Asia, Tbk Makassar Branch which is located on Boulevard Street Block F5 Number 3 Makassar. While, the design of this study used quantitative method, where according to Sugiyono (2015:11) quantitative method is defined as a research method based on the philosophy of positivism, it used to analyze a particular population or sample, data collection was by using research instruments, data analysis was quantitative/ statistical aims to test the hypothesis that has been set.

**Population and Sample**

The population in this study were the customers who take credit at the company PT. Bank Central Asia during in 2017- 2019 which consist of 944 respondents. Because the population is too much, the researcher determines the number of samples by using the Slovin formula proposed by Suhartanto (2014:255), so there was 281 respondent became the sample of this study. The sampling technique that used by the researcher was purposive sampling method, where according to Sugiyono (2016: 297) there is consideration or criteria when we want to select the sample, namely:

1. The respondents are KPR customers at PT. Bank Central Asia, Tbk. Makassar branch
2. The sample is a customer for more than one year.
Data Collection Method
The methods of collecting data used in this study obtained directly from the questionnaire and interviews with the respondents, and the measurement of this research variable carried out through the distributed questionnaires to the respondents. In measuring respondents' answers, the researcher used the Likert scale to measure work discipline, motivation, and employee performance.

Data Analysis Method
To answer the research problems, techniques of analyzing data that the researcher used namely:

1. Validity Test and Reliability Test
   The validity test used to measure the validity of a questionnaire. A questionnaire is said to be valid if the questions on the questionnaire can reveal something that will be measured by the questionnaire (Ghozali, 2016:65). The validity testing is done by using the corrected item-total correlation technique, namely: by correlating the item score with the total score and making corrections to the value coefficient of correlation that overestimates. Then the reliability test is a tool to measure a questionnaire which is an indicator of a variable or constructs. The questionnaire is said to be valid if someone's answer the question is consistent or stable over time. According to Nunnally, (Ghosali, 2016: 156) a variable is said to be reliable if it gives a Cronbach Alpha value is > 0,60, and if Cronbach's alpha is <0,60 it means unreliable.

2. Path Analysis
   The path analysis is an extension of multiple linear analysis, or the path analysis is the use of regression analysis to estimate the causality relationship between variables. Path analysis with multiple linear regression method is used in testing the effect of service strategy and marketing mix strategy on customer satisfaction and loyalty.

3. Hypothesis Testing
   After calculating the path coefficient, next, the researcher tested a hypothesis to prove whether the independent variable has a significant effect on the dependent variable.
   Partial Hypothesis (F Test) and Simultaneous Hypothesis Testing (T-Test)
   The T-test is used to test each variable. T-test results can be seen in the coefficients table in the column sig (significance). If the probability of a T value or significances <0,05, it can be said that there is an influence between the independent variables on the dependent variable partially. However, if the probability of a T value or significance > 0,05, it can be said that there is no significant effect between each independent variable. Similar to the F Test, the T-test can also be done by using SPSS software version 2.5.

4. Coefficient of Determination (R²)
   The coefficient of determination R² measures to what extent the model's ability in explaining the dependent variables.

5. Sobel Test
   According to Sujarwewi (2016), the sobel test is testing whether there is an indirect effect of exogenous variables on endogenous variables through intervening variables.
RESULT

a. Validity Test
The results of the validity test regarding the research instrument are service quality, marketing mix strategy, customer satisfaction, and customer loyalty. Where the correlation range was 0.660-0.712, because the correlation range was greater than 0.30, then the variable marketing mix strategy correlation was 0.681-0.811 with a correlation range was greater than 0.30. Then in the validity test that is customer satisfaction correlation was 0.609-0.800 was greater than 0.30. While customer loyalty was 0.684-0.685, it means that all the statement items can be said valid.

b. Reliability Test
The reliability test results of the four variables that have been analyzing showed that in the service quality strategy, Cronbach's alpha value was 0.859 > 0.60, while the marketing mix strategy had a Cronbach's alpha value was 0.915 greater than 0. Similarly, the customer satisfaction Cronbach's alpha value was 0.849 > 0.60, and customer loyalty with Cronbach's alpha value was 0.822 > 0.60 therefore, it can be said reliable.

c. Test Analysis Path (Path Analysis)
Before testing the path, the researcher will explain the regression testing of each variable examined as follows:

1) The influence of service quality strategy and marketing mix strategy on customer satisfaction
From the results of analysis data, the regression equation is obtained as follows: \( Y = 0.800 + 0.358X_1 + 0.458X_2 \). From that regression, a constant value was 0.800 is obtained. Service Quality Variable \((X_1)\) was 0.358 and marketing mix strategy \((X_2)\) was 0.458.

2) The effect of service quality strategies on customer satisfaction
The partial test results between the effect of service quality strategies and customer satisfaction obtained the sign value 0.000 < 0.05 (significant).

3) The influence of marketing mix strategy on customer satisfaction
The partial test results between the effect of marketing mix strategies and customer satisfaction obtained the sign value 0.000 < 0.05 (significant).
From the results of the path analysis, the correlation value and the coefficient of determination \((R)\) 0.604 obtained which indicates that the relationship between the independent and dependent variables was very strong because it has a positive \(R\)-value and close to one. Then the coefficient of determination \((R \ square)\) was 0.365 shows that the percentage contribution of the influence independent variable on the dependent variable was 36.50%. It means that every variable changed \(X_1\) and \(X_2\) was 36.50%, and the other was 63.50% caused by the other factors where the researcher not explained in this study. Then in calculating \(F\) value was 80,040 and \(r\) value was 0.000. Thus, with \(r\) value was 0.000 < 0.05 it concluded that the service quality strategy and marketing mix strategy proved had influenced each other (simultaneous) on customer satisfaction.

4) The effect of service quality strategies, marketing mix strategies and customer satisfaction on customer loyalty
Based on the results of regression data processed by using SPSS program, then the regression equation is: 
\[ Z = 0.539 + 0.552X_1 + 0.134X_2 + 0.204Y. \] From the regression
equation, a constant value 0.539 obtained. Service Quality Variable (X₁) was 0.552, marketing mix strategy (X₂) was 0.134, and customer satisfaction on customer loyalty was 0.204Y.

5) The effect of service quality strategies on customer loyalty
Based on the results of regression analysis using SPSS, sign value = 0.000 <0.05 obtained (significant).

6) The effect of marketing mix strategies on customer loyalty
The analysis results of the effect of marketing mix strategy on customer loyalty obtained sign value = 0.007 <0.05 (significant).

7) The effect of customer satisfaction on customer loyalty
The analysis results of the effect of satisfaction on customer loyalty obtained a sign. value 0.000 < 0.05 (significant).

The high value of R = 0.702 means that the correlation between the service quality strategy, marketing mix strategy, and customer satisfaction has a strong relationship in increasing customer loyalty. While if it is seen from R² value = 0.493 it can be interpreted that customer loyalty can be explained by the service quality strategy, marketing mix strategy, and customer satisfaction, while the other was 50.70% (1 – 0.493 x 100) is determined by the factors that are not put in this research. Then from the results of the simultaneous test (F test) is obtained sig value 0.000 < 0.05, therefore it can be said that the service quality strategy and marketing mix strategy had effect each other on customer loyalty.

The Sobel Test
a) The effect of service quality strategies on customer loyalty through customer satisfaction
Based on the analysis of the path tests that have been carried out by the researcher, the indirect effect of service quality strategies on customer satisfaction was 0.073 (0.358 x 0.204). It can be interpreted that the indirect effect was 7.30%. While the direct effect was 55.20% (0.552 x 100), thus the indirect effect was 62.5% (0.073 + 0.552 x 100).

Then in testing whether customer satisfaction can mediate the effect of service quality strategies on customer loyalty through customer satisfaction, then sobel test is carried out by the researcher with the result was 0.000 < 0.05 which shows that customer satisfaction could mediate the effect of service quality strategies on customer loyalty at PT. Bank Central Asia, Tbk. Makassar branch.
b) The indirect effect of the marketing mix strategy on customer loyalty through customer satisfaction
The high indirect effect of the marketing mix strategy on customer loyalty through customer satisfaction was 0.0934 (0.458 x 0.204), this shows that the high indirect effect was 9.34%.
In testing whether customer satisfaction can mediate the effect between the marketing mix strategy and customer loyalty, then the researcher used the sobel test method with test obtained the sign. value 0.000 <0.05. It shows that customer satisfaction could mediate the effect of the marketing mix strategy on customer loyalty.

DISCUSSION
1) The effect of service quality strategy on KPR customer satisfaction
The results of analysis data and partial test through the questionnaires to the customers in PT Bank Central Asia, Tbk shows that the service strategy carried out by the bank so far has a positive effect on satisfaction for KPR customers. It means that the service strategy conducted so far has an impact in increasing customer satisfaction and it has a real significant influence in increasing customer satisfaction.

2) The effect of marketing mix strategies on customer satisfaction
The findings in this study indicates that the marketing mix strategy carried out so far has a partial effect on customer satisfaction. It means that the marketing mix strategy carried out so far could increase customer satisfaction. While if it is seen from the results of the partial test (t-test), the marketing mix strategy had a real significant influence in increasing customer satisfaction, especially at PT. Bank Central Asia, Tbk. Makassar branch.

3) The effect of service quality strategies on customer loyalty
The service quality strategy has a positive effect on customer loyalty, where the service quality strategy carried out by PT. Bank Central Asia, Tbk. has been able to increase customer loyalty, while the partial test results indicate that the service quality strategy has a significant influence on customer loyalty. In other words, the service quality strategy carried out by PT. Bank Central Asia has a significant influenced on increasing customer loyalty.

4) Marketing mix strategy on customer loyalty at PT. Bank Central Asia, Tbk. Makassar branch
The results of analysis data regarding the effect of the marketing mix strategy on customer loyalty at PT. Bank Central Asia, Tbk. indicates that the marketing mix strategy undertaken by PT. Bank Central Asia could increase customer loyalty. It can be said that the marketing mix strategy carried out so far has a significant influence on customer loyalty.

5) The effect of customer satisfaction on customer loyalty
The results in this study show that customer satisfaction has a positive effect on customer loyalty shows that the higher the customer satisfaction when taking KPR, the level of customer loyalty will also increase. Then from the partial test results (t-test) shows that it increased customer loyalty at PT. Bank Central Asia, Tbk. Makassar branch.
6) The effect of service quality strategies on customer loyalty through customer satisfaction
The results of data analysis in this study indicate that the service quality strategy undertaken by PT. Bank Central Asia, Tbk. affected customer loyalty through customer satisfaction. This can be interpreted that the service quality strategy could increase customer satisfaction which has an impact on customer loyalty. Where the results of the mediation test are customer satisfaction as an intervening variable, from the results of data processed by the sobel test shows that the service quality strategy has a positive and significant effect on customer loyalty, while customer satisfaction has a significant effect on customer loyalty, thus it can be said that customer satisfaction became a mediating partial variable.

7) The effect of marketing mix strategies on customer loyalty through customer satisfaction
Marketing mix strategy has a positive and significant effect on customer loyalty. PT. Bank Central Asia, Tbk. in KPR marketing could increase customer satisfaction so that it has an impact on increasing customer loyalty at PT. Bank Central Asia, Tbk and the sobel test results show that it has a significant effect on customer loyalty. While customer satisfaction significantly influences customer satisfaction. It can prove that customer satisfaction is a partial mediating variable.

CONCLUSION
Based on the research with the title is “The Effect of Service Quality Strategy and Marketing Mix Strategy on KPR Customer Satisfaction and Loyalty at PT. Bank Central Asia, Tbk. Makassar Branch”, the researcher concludes that:
1) The results of this study found that the service quality strategy carried out by PT. Bank Central Asia, Tbk. Makassar branch gave a positive effect, and it significant on customer satisfaction.
2) the marketing mix strategy adopted by PT. Bank Central Asia, Tbk. Makassar branch gave a positive effect and significant on customer satisfaction.
3) Service quality strategy has a positive and significant effect on customer loyalty at PT. Bank Central Asia, Tbk. Makassar branch.
4) The results of the analysis in this study indicate that the marketing mix strategy carried out so far has a positive and significant influence on customer loyalty at PT. Bank Central Asia, Tbk. Makassar Branch.
5) The results of this study indicate that customer satisfaction has a positive and significant effect on customer loyalty which means that customer satisfaction has a real significant influence in increasing customer loyalty at PT. Bank Central Asia, Tbk. Makassar Branch.
6) The results of this study indicate that customer satisfaction could mediate the effect of service quality strategies on customer loyalty at PT. Bank Central Asia, Tbk. Makassar branch.
7) The result of this research analysis shows that customer satisfaction could mediate the effect of the marketing mix strategy undertaken by the bank in increasing customer loyalty at PT. Bank Central Asia, Tbk. Makassar Branch. Therefore, the researcher suggests that employees who work at PT. Bank Central Asia, Tbk should give more attention to the customers who take KPR by always providing quick services and simple to the customers, and the employee should more improve the service in giving KPR and not complicated when managing KPR, next in increasing customer satisfaction, the researcher thinks that
the bank needs to improve good innovation services which are related to the phone banking users and internet banking in the implementation of KPR transactions, to increase the loyalty of KPR by providing services that suit the needs or expectations of customers when managing KPR and the employee should not discrimination each costumer when giving the service.

REFERENCES


Rangkuti Freddy, 2015, *Marketing Research, twelfth printing*, Publisher: Kompas Gramedia, Jakarta


Tjiptono, Fandy. 2014. *Marketing Services*, second edition, seventh printing, Publisher: Andi Offset, Yogyakarta