The Effect of Logistic Service Quality on Loyalty with Satisfaction Mediation at PT. X in Surabaya

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ABSTRACT

The process of globalization has pushed people around the world to be able to buy everything they want from anywhere. PT. X Surabaya is a logistics company engaged in Freight Forwarding in sending containers with large quantities for export and import. This study seeks to examine the factors that cause customer loyalty in reusing logistics services. The purpose of this study was to examine the effect of Logistic Service Quality which is divided into five dimensions (Personnel Contact Quality, Order Quality, Timeliness, Information Quality and Order Discrepancy Handling) on Loyalty by mediating Satisfaction. This type of research is quantitative with the number of respondents being 105 companies in various cities that often use logistics services at PT. X. The analytical technique used is SEM with the help of the Lisrel program. The results of data analysis show that the five dimensions of Logistics Service Quality have a positive and significant influence on Satisfaction. In addition, there is a positive influence between satisfaction and loyalty. This study also shows that Information Quality, Order Quality, and Order Discrepancy Handling have a positive and significant effect on Loyalty through Satisfaction. On the other hand, Personnel Contact Quality and Timeliness have no significant effect on Loyalty through Satisfaction. The implication of the results of this study is the importance of improving service quality to improve quality which then leads to increased loyalty.

KEYWORDS: Logistic Service Quality, Satisfaction, Loyalty

INTRODUCTION

International agreements made by countries in the world regarding free trade have encouraged the process of economic globalization which is getting stronger and causing the world economy to become more free and have higher interdependence between countries that have certain commodities. Free trade has been common, where everyone in all corners of the world can buy all the goods they want from anywhere and anytime. Free markets can provide price information and demand for certain commodities, provide incentives for entrepreneurs to develop their business, provide incentives for entrepreneurs to acquire modern skills and provide and also stimulate the use of goods and factors of production in a more efficient manner and function to provide complete freedom. for the community to carry out economic activities.

Badan Pusat Statistik (BPS) recorded that November 2020 imports reached USD 12.66 billion. This figure rose 17.40 percent compared to October 2020. The increase in imports came from commodities of electrical machinery and equipment, precious metals, jewelry and gems, mechanical machinery and equipment, and others. Meanwhile, those that dropped were sugar and confectionery, mineral fuels, live animals, and others. Meanwhile, from exports the Central Statistics Agency (BPS) recorded a trade balance in November 2020 a surplus of USD 2.61 billion. This surplus occurred due to the higher recorded export value of USD 15.28 billion, while the position of the import value was USD 12.66 billion.

This phenomenon shows that Indonesia purchases a lot of goods from abroad, so that the use of domestic logistics using trucking services can run, the growth of the logistics sector from an import point of view has developed significantly and it can

be said that the logistics business sector has good growth. Companies that provide shipping services as a liaison between sellers and buyers have many types within the scope of work of Freight Forwading such as international Freight Forwading which is capable of sending cargo to all corners of the world

In Indonesia there are many logistics service providers who can provide diverse and competitive services with a number that can reach hundreds of companies. One way to survive competition in a market that is wide open is to have loyal customers, where this is influenced by the quality of service mediated by satisfaction. But is there a guarantee that customers will be loyal even if they are satisfied? Or what kind of service do customers want so they keep choosing Pt. X as a trusted business partner?

LITERATURE REVIEW
1. Logistic Service
Logistic Service Quality (LSQ) refers to aspects that can examine service quality which is more directed at service quality in the logistics service industry. The LSQ is used in research on the distribution of goods that focuses on operational attributes that can be physically observed, especially to pay attention to unobserved values such as the value that consumers feel when using goods or services (Warella et al. 2021: 96-97). Ho et al, (2012: 113) stated that the LSQ has undergone several modifications to the development of the logistics industry which is more based on consumer coverage and identifies potential changes that are easy to implement.

A. Personnel Contact Quality
Personnel Contact Quality is one of the dimensions in the Logistic Service Quality assessment which relates to the quality of workers or people who deal directly with customers for managing goods shipments. Customers will care more if customer service personnel have sufficient knowledge, have empathy to understand their situation and help solve their problems Mentzer et.al, (2001).

B. Quality of Information
Refers to the customer's perception of the information provided by the supplier regarding the product where the customer can choose the product. When this information is available and has sufficient clarity, customers can use this information to make decisions (Mentzer et al., 2001).

C. Order Quality
Refers to how the quality of the product or service works, including how well they make the product or service according to customer needs. Quality of order refers to product specifications and customer requirements. In this case, it is an attribute regarding the customer's perception of the logistics service provider for the goods sent (Mentzer et al, 2001: 85).

D. Timeless
Timeliness is the time period from ordering to receiving. When the order arrives on time to the customer at the promised time. Timeliness refers to the time required between placing an order and receiving it. Also refers to how consumer orders can arrive at the desired location as promised. Delivery times like this can be affected by the transportation travel time. (Mentzer et al, 2001:85).

E. Order Discrepancy Handling
Order Discrepancy Handling is the handling of differences in orders where what is seen is how well the company mentions differences in orders after the orders arrive (Lai et al. 2009:55). In ordering if the customer gets inaccuracies, in bad condition or poor quality then the customer will contact the company. Depending on the way this problem is handled, the customer's perception of the company's service quality (Mentzer et al, 2001:85).

2. Satisfaction
Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or results) with expectations. If performance does not match expectations, then the customer is dissatisfied. If it matches expectations, then the customer is satisfied. If it exceeds expectations, the customer will be very satisfied or happy (Kotler and Keller, 2012: 128). Customer service is the key to achieving customer satisfaction and loyalty. Customer service has a strong and positive effect on customer satisfaction, cognitive attitudes and repurchase intentions as well as loyalty. Thus customer service can be used to gain competitive advantage, increase market share and increase loyalty (Innis and Londe, 1994 in Russo and Confente, 2017:28).

3. Loyalitas
Customer loyalty means holding fast to a commitment to repurchase or re-check a product or service that is recommended consistently in the future, therefore purchases occur with the same brand or the same brand, even though there are still unclear situational influences and marketing efforts that are has the potential to cause a shift in behavior (Oliver, 2010:432). In general, satisfied customers will also recommend the products/services/brands concerned to their relatives and friends. The behavior of customers who are satisfied with the company's performance will convey their satisfaction to other people, which is

commonly called word of mouth communication (Buttle & Maklan, 2019, p. 45).

RESEARCH MODEL
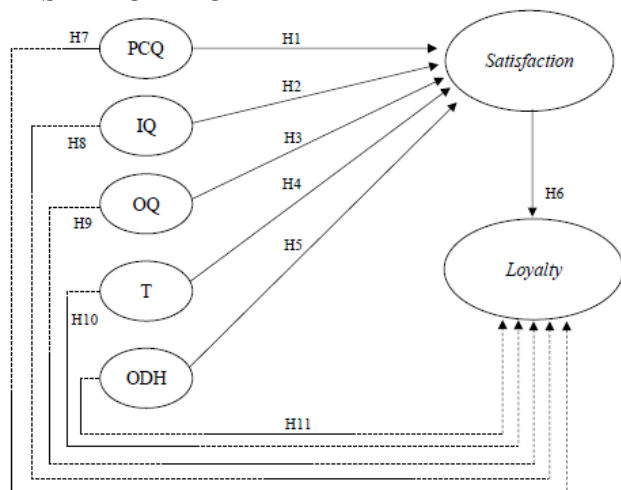
Gambar 1: Model Penelitian

METHODOLOGY

The type of research used in this research is quantitative research, especially correlation research. According to Sinambela (2014: 114) quantitative research requires quantitative data, quantitative data is data obtained in the form of numbers or figures. Data collection used by researchers is a questionnaire given to respondents in order to get information, thoughts and responses to the object under study.

This data is obtained from the score of the questionnaire answers filled out by the respondents. Primary data sources are used in this study. According to Sinambela (2014: 112) primary data is data obtained directly from the source through survey methods.

The population in this study are the people of Surabaya and outside Surabaya who use the services of PT. X Surabaya. According to Sinambela (2014: 94) the sample is part of the number and characteristics possessed by the population. The sample in this study is part of the people of Surabaya and outside Surabaya who have used the services of PT. X Surabaya

The population in this study are the people of Surabaya and outside Surabaya who use the services of PT. X Surabaya. According to Sinambela (2014: 94) the sample is part of the number and characteristics possessed by the population. The sample in this study is part of the people of Surabaya and outside Surabaya who have used the services of PT. X Surabaya.

RESULT
Univariate Normality
In univariate normality, if the p-value of chi squareSkewness and Kurtosis is more than 0.05, this means that the variable follows a normal distribution function. Conversely, if the p-value of chi square Skewness and Kurtosis is less than 0.05, it can be said that the variable does not follow the normal distribution function (Yamin and Kurniawan, 2009:26-29).

The test results show that the univariate p-value scores are mostly > 0.05, which means that the assumption of normality has been fulfilled, and the data is suitable for use in estimation or subsequent analysis.

Multivariate Normality
Menurut Curran et.al dalam oleh Ghozali & Fuad (2008: 37) data dikatakan berada pada tingkat distribusi normal apabila nilai skewness < 2 dan nilai kurtosis < 7, sehingga berdasarkan tabel diatas dapat dilihat bahwa nilai Skewness sebesar 0.127 dan nilai Kurtosis sebesar 0.639, serta Skewness and Kurtosis memiliki nilai p-value sebesar 0.279, maka dapat ditarik kesimpulan bahwa dengan terpenuhinya syarat besaran skewness < 2 dan nilai kurtosis < 7, data yang diuji mengindikasikan data adalah normal.

Validity
Validity in research states the degree of accuracy of the research measuring instrument on the content or the actual meaning of the variable being measured. A research instrument is considered valid if the information contained in each item correlates closely with information from these items as a whole (Sitinjak and Sugiarto, 2006:70).

An indicator is said to be valid in measuring its latent variable if its Standardized factor loading value is at least 0.7 (Hair, et al, 1995; in Yamin and Kurniawan, 2009:36). The higher the factor loading coefficient, the higher the accuracy possessed by the indicator in measuring the latent variable.

The test results prove that the indicators are proven to be valid to be used to measure latent variables because the t value in the factor loading is greater than 1.96.

Reability
Reliability refers to an understanding that the instruments used in research to obtain the desired information can be trusted as a data collection tool and are able to reveal actual information in the field. A reliable instrument is an instrument which, if tried repeatedly on the same group, will produce the same data with the assumption that there are no

psychological changes in the respondents (Sitinjak and Sugiarto, 2006:71).

The test results show that the construct reliability value of all variables is above 0.70. Thus it can be concluded that all variables in this study are reliable, so they can be used for further analysis.

Goodness Of Fit
Kusnendi (2008:13) states that testing a model contains two things. First, testing the suitability of the model as a whole (overall model fit test), second is testing individually the significance (test of significance) of the results of model parameter estimation. The first test is closely related to the issue of generalization, namely the extent to which the results of model parameter estimates can be applied to the population. While the second test relates to testing the proposed research hypothesis.

The test results prove that the goodness of fit value is good, according to the cut of value. Thus it can be said that the empirical data used is in accordance with the conceptual framework.

Structural Equations
Structural equations or structural model fit tests are used to test the relationship between variables that were previously hypothesized, to examine this, structural equations in this research model are proposed which can be used as structural model fit tests, namely:

$$S = 0.219*PCQ + 0.228*IQ + 0.349*OQ + 0.220*T + 0.353*ODH, \text{Errorvar.} = 0.391, R^2 = 0.631$$
$$(0.0946) \quad (0.0954) \quad (0.0996) \quad (0.0980) \quad (0.101) \quad (0.104)$$
$$2.313 \quad 2.385 \quad 3.503 \quad 2.245 \quad 3.494 \quad 3.742$$

$$L = 0.400*S, \text{Errorvar.} = 1.107, R^2 = 0.133$$
$$(0.124) \quad (0.240)$$
$$3.230 \quad 4.608$$

Gambar 2: Kecocokan Model Struktural

Based on these structural equations, it can be explained as follows:

1. Personnel Contact Quality (X1) has an effect coefficient of 0.219 on Satisfaction (Y1) in a positive direction. The magnitude of this direct effect value illustrates that if there is an increase in Personnel Contact Quality it will also increase Satisfaction by 0.219.

2. Information Quality (X2) has an effect coefficient of 0.228 on Satisfaction (Y1) in a positive direction. The magnitude of this direct effect value illustrates that if there is an increase in Information Quality, it will also increase Satisfaction by 0.228.

3. Order Quality (X3) has an effect coefficient of 0.349 on Satisfaction (Y1) in a positive direction.

The magnitude of this direct effect value illustrates that if there is an increase in Order Quality it will also increase Satisfaction by 0.349.

4. Timeliness (X4) has an effect coefficient of 0.220 on Satisfaction (Y1) in a positive direction. The magnitude of this direct effect value illustrates that if there is an increase in Timeliness it will also increase Satisfaction by 0.220.

5. Order Discrepancy Handling (X5) has an effect coefficient of 0.353 on Satisfaction (Y1) in a positive direction. The magnitude of this direct effect value illustrates that an increase in Order Discrepancy Handling will also increase Satisfaction by 0.353.

6. Satisfaction (Y1) has an effect coefficient of 0.400 on Loyalty (Y) in a positive direction. The magnitude of this direct effect value illustrates that an increase in Order Discrepancy Handling will also increase Loyalty by 0.400.

Hypothesis (Direct Effect)

No.		Koefisien	t-Value	Keputusan
1	Personnel Contact Quality X₁ → Satisfaction Y1	0.219	2.313	Signifikan
2	Information Quality X₂ → Satisfaction Y1	0.228	2.385	Signifikan
3	Order Quality X₃ → Satisfaction Y1	0.349	3.503	Signifikan
4	Timeliness X₄ → Satisfaction Y1	0.220	2.245	Signifikan
5	Order Discrepancy Handling X₅ → Satisfaction Y1	0.353	3.494	Signifikan
6	Satisfaction Y1 → Loyalty Y2	0.400	3.230	Signifikan

Gambar 3: Hypothesis Direct Effect

1. The t-value between Personnel Contact Quality and Customer Satisfaction at PT. X in Surabaya is 2,313 or > 1.96. This shows that the Personnel Contact Quality variable has a significant effect on the Satisfaction variable for customers at PT. X in Surabaya.

2. The t-value between Information Quality and Customer Satisfaction at PT. X in Surabaya is 2,385 or > 1.96. This shows that the Information Quality variable has a significant effect on the Satisfaction variable for customers at PT. X in Surabaya.

3. The t-value between Order Quality and Customer Satisfaction at PT. X in Surabaya is 3,503 or > 1.96. This shows that the Order Quality variable has a significant effect on the Satisfaction variable for customers at PT. X in Surabaya.

4. The t-value between Timeliness and Customer Satisfaction at PT. X in Surabaya is 2,245 or > 1.96. This shows that the Timeliness variable has a significant effect. on Satisfaction variables on customers at PT. X in Surabaya.

5. The t-value between Order Discrepancy Handling and Customer Satisfaction at PT. X in Surabaya is 3,494 or > 1.96. This shows that the Order Discrepancy Handling variable has a significant effect on the Satisfaction variable for customers at PT. X in Surabaya.

6. The t-value between satisfaction and loyalty to customers at PT. X in Surabaya is 3,230 or > 1.96. This shows that the Satisfaction variable has a significant effect on the Loyalty variable for customers at PT. X in Surabaya.

Hypothesis (Indirect Effect)

No.		Koefisien	t-Value	Keputusan
1	Personnel Contact Quality X_1 → Satisfaction $Y1$ → Loyalty $Y2$	0.087	1.923	Tidak Signifikan
2	Information Quality X_2 → Satisfaction $Y1$ → Loyalty $Y2$	0.091	1.964	Signifikan
3	Order Quality X_3 → Satisfaction $Y1$ → Loyalty $Y2$	0.139	2.462	Signifikan
4	Timeliness X_4 → Satisfaction $Y1$ → Loyalty $Y2$	0.088	1.884	Tidak Signifikan
5	Order Discrepancy Handling $X5$ → Satisfaction $Y1$ → Loyalty $Y2$	0.141	2.459	Signifikan

Gambar 4: Hypothesis Indirect Effect

1. The t-value between Personnel Contact Quality and Loyalty through Customer Satisfaction at PT. X in Surabaya is 1,923 or <1.96. This shows that the Personnel Contact Quality variable has no significant effect on the Loyalty variable through customer satisfaction at PT. X in Surabaya.

2. The t-value between Information Quality and Loyalty through Customer Satisfaction at PT. X in Surabaya is 1,964 or > 1.96. This shows that the Information Quality variable has a significant effect on the Loyalty variable through customer satisfaction at PT. X in Surabaya.

3. The t-value between Order Quality and Loyalty through Customer Satisfaction at PT. X in Surabaya is 2,462 or > 1.96. This shows that the Order Quality variable has a significant effect on the Loyalty variable through customer satisfaction at PT. X in Surabaya.

4. The t-value between Timeliness and Loyalty through Customer Satisfaction at PT. X in Surabaya is 1,884 or <1.96. This shows that the Timeliness variable has no significant effect on the Loyalty variable through customer satisfaction at PT. X in Surabaya.

5. The t-value between Order Discrepancy Handling and Loyalty through Customer Satisfaction at PT. X in Surabaya is 2,459 or > 1.96. This shows that the Order Discrepancy Handling variable has a significant effect on the

Loyalty variable through customer satisfaction at PT. X in Surabaya.

Discussions
1. The Influence of Personnel Contact Quality on Satisfaction
Based on the research results, the findings in this study are Personnel Contact Quality has a significant influence on satisfaction. This can be seen from the t-value of 2,313 or > 1.96, which means that satisfaction can be significantly increased by having good Personnel Contact Quality. This means the hypothesis that reads "Personnel Quality has a significant effect on Satisfaction at PT. X in Surabaya", declared accepted. This means that if the personnel contact quality increases, satisfaction will also increase. This can be a reference for PT. X in Surabaya to increase customer satisfaction by paying attention to the extent to which the quality of workers in dealing with customers regarding the management of goods delivery.

2. The influence of Information Quality on Satisfaction
Based on the research results, the findings in this study are that Information Quality has a significant influence on Satisfaction. This can be seen from the t-value of 2,385 or > 1.96, which means that satisfaction can be increased through good information quality. This means the hypothesis that reads "Information Quality has a significant effect on Satisfaction at PT. X in Surabaya", declared accepted.

This finding can be interpreted that the better the information quality available, the more it can increase satisfaction. By looking at these findings, it can be a reference for PT. X in Surabaya to be able to increase customer satisfaction through improving the quality of information provided in a clearer, complete and detailed manner. Mentzer et al (2011) explained that when this information is available and has sufficient clarity, customers can use this information to make decisions.

3. The effect of Order Quality on Satisfaction
Based on the research results, the findings in this study are that timeliness has a significant influence on satisfaction. This can be seen from the t-value of 2,245 or > 1.96, which means that satisfaction can be influenced by good timeliness. This means the hypothesis that reads "Timeliness has a significant effect on satisfaction at PT. X in Surabaya", declared accepted.

The direction of influence between timeliness and satisfaction is positive, which means that it can be said that the better the timeliness that occurs, the

more it can increase customer satisfaction. Timeliness is the time period from ordering to receiving. Timeliness refers to the time required between placing an order and receiving it. Also refers to how consumer orders can arrive at the desired location as promised. So that the findings in this study can be a reference for PT. X in Surabaya who wants to increase customer satisfaction so that they can pay more attention to how the level of time used for the ordering process, delivery, to receiving it to customers.

4. The Effect of Timeliness on Satisfaction

Based on the research results, the findings in this study are that timeliness has a significant influence on satisfaction. This can be seen from the t-value of 2,245 or > 1.96, which means that satisfaction can be influenced by good timeliness. This means the hypothesis that reads "Timeliness has a significant effect on satisfaction at PT. X in Surabaya", declared accepted.

This means that the better the timeliness that occurs, the more customer satisfaction will be increased. Timeliness is the time period from ordering to receiving. Timeliness refers to the time required between placing an order and receiving it. Also refers to how consumer orders can arrive at the desired location as promised. So that the findings in this study can be a reference for PT. X in Surabaya who wants to increase customer satisfaction so that they can pay more attention to how the level of time used for the ordering process, delivery, to receiving it to customers.

5. The effect of Order Discrepancy Handling on Satisfaction

Based on the results of the research, the findings in this study are that Order Discrepancy Handling has a significant influence on Satisfaction. This can be seen from the t-value of 3,494 or > 1.96, which means that satisfaction can be formed with good Order Discrepancy Handling. This means the hypothesis that reads "Order Discrepancy Handling has a significant effect on Satisfaction at PT. X in Surabaya", declared accepted.

There is a unidirectional effect so that it can be interpreted that the better the company is in implementing order discrepancy handling, the more it can increase customer satisfaction as well. So that if PT. X in Surabaya wants to create a feeling of satisfaction for customers, so it is very important for PT. X in Surabaya to be able to handle differences in orders where what is seen is how well the company mentions differences in orders after the orders arrive. The better the handling, the more it helps customers who have problems with shipping.

6. The effect of satisfaction on loyalty

Based on the research results, the findings in this study is that competitive advantage has a significant influence on loyalty. This can be seen from the t-value of 3,230 or > 1.96, which means that loyalty can be formed with good satisfaction. This means the hypothesis that reads "Satisfaction has a significant effect on loyalty at PT. X in Surabaya", declared acceptable.

This positive influence can be interpreted that the higher the perceived satisfaction, the more loyalty can be increased. Thus if PT. X in Surabaya wants to increase customer commitment to repurchase or re-check recommended products or services consistently in the future to give customers more pleasure.

7. The Influence of Personnel Contact Quality on Loyalty Through Satisfaction

Based on the research results, the findings in this study are Personnel Contact Quality does not have a significant influence on Loyalty through Satisfaction. This can be seen from the t-value of 1,923 or <1.96. This means the hypothesis that reads "Personnel Contact Quality has a significant effect on loyalty mediated by satisfaction to customers at PT. X in Surabaya", declared not accepted. The findings in this study can be interpreted that loyalty can be formed by having Personnel Contact Quality without going through satisfaction.

8. The Influence of Information Quality on Loyalty Through Satisfaction

Based on the research results, the findings in this study are that Information Quality has a significant influence on Loyalty through Satisfaction. This can be seen from the t-value of 1,964 or > 1.96, which means that loyalty can be increased by having information quality supported by high satisfaction. This means the hypothesis that reads "Information Quality has a significant effect on Loyalty mediated by Customer Satisfaction at PT. X in Surabaya", declared acceptable.

9. The Influence of Order Quality on Loyalty Through Satisfaction

Based on the research results, the findings in this study are that Order Quality has a significant influence on Loyalty through Satisfaction. This can be seen from the t-value of 2,462 or > 1.96, which means the hypothesis that reads "Order Quality has a significant effect on loyalty mediated by customer satisfaction at PT. X in Surabaya", declared acceptable. Based on the results of hypothesis testing that has been done, Loyalty is known to be significantly influenced by the existence of good Order Quality supported also through the existence of high satisfaction.

10. The Effect of Timeliness on Loyalty Through Satisfaction

Based on the research results, the findings in this study are that timeliness does not have a significant effect on loyalty through satisfaction. This can be seen from the t-value of 1,884 or <1.96, which means the hypothesis that reads "Timeliness has a significant effect on loyalty mediated by customer satisfaction at PT. X in Surabaya", declared not accepted. Based on the results of the hypothesis testing that has been done, it means that loyalty can be formed with good timeliness without going through satisfaction.

11. The Influence of Order Discrepancy Handling on Loyalty

Based on the research results, the findings in this study are that Order Discrepancy Handling has a significant influence on Loyalty through Satisfaction. This can be seen from the t-value of 2,459 or > 1.96, which means the hypothesis that reads "Order Discrepancy Handling affects Loyalty mediated by Customer Satisfaction at PT. X in Surabaya", declared acceptable. Based on the results of research that has been done, it is proven that loyalty can be formed with good Order Discrepancy Handling and is supported by satisfaction.

CONCLUSION

1. Personnel Contact Quality Hypothesis affects Satisfaction at PT. X in Surabaya was accepted. This shows that Personnel Contact Quality must be fulfilled properly so that customer satisfaction occurs. Customers will care more if customer service personnel have sufficient knowledge, have empathy to understand their situation and help solve their problems.

2. Information Quality Hypothesis affects Satisfaction at PT. X in Surabaya was accepted. This Information Quality variable must be fulfilled properly so that customer satisfaction occurs. This is because when the information is available and has sufficient clarity, customers can use this information to make decisions.

3. The Hypothesis of Order Quality affects Satisfaction at PT. X in Surabaya was accepted. This Order Quality variable must be fulfilled properly so that customer satisfaction occurs. This is because Order Quality provides goods sent or desired by customers in good condition and not damaged so that customer satisfaction is still achieved.

4. The Timeliness Hypothesis affects Satisfaction at PT. X in Surabaya was accepted. This Timeliness variable must be properly fulfilled so that customer satisfaction occurs. This is because

Timeliness refers to the time it takes between placing an order and receiving it. Also refers to how consumer orders can arrive at the desired location as promised.

5. The Hypothesis of Order Discrepancy Handling has an effect on Satisfaction at PT. X in Surabaya was accepted. This Order Discrepancy Handling variable must be fulfilled properly so that customer satisfaction occurs. This is because in ordering if the customer gets inaccuracies, in poor condition and quality, the customer will contact the company.

6. The Satisfaction Hypothesis has an effect on Loyalty at PT. X in Surabaya was accepted. This satisfaction variable must be fulfilled properly so that loyalty occurs to customers. This is because if the performance does not match expectations, then the customer is dissatisfied. If it matches expectations, then the customer is satisfied. If it exceeds expectations, then the customer will be very satisfied or happy.

7. Personnel Contact Quality Hypothesis affects Loyalty mediated by Satisfaction to customers at PT. X in Surabaya was rejected. This is because this variable is the fulfillment of the Personnel Contact Quality dimension to Loyalty mediated by Satisfaction. This dimension has no effect on loyalty so that it can be said that Personnel Contact Quality, even though it is low, can still lead to loyalty to the company.

8. The Information Quality Hypothesis affects Loyalty mediated by Satisfaction to Customers at PT. X in Surabaya was accepted. This Information Quality variable has a good effect on customer loyalty. This is because this variable is the fulfillment of the Information Quality dimension to Loyalty mediated by Satisfaction. This dimension is the smooth flow of information from the company to the customer so that it can be said that information quality that is fulfilled properly will form loyalty to the company.

9. The Hypothesis of Order Quality has an effect on Loyalty which is mediated by Satisfaction on Customers at PT. X in Surabaya was accepted. This Order Quality variable has a good effect on customer loyalty. This is because this variable is also the fulfillment of the Order Quality dimension to Loyalty mediated by Satisfaction.

10. The Timeliness Hypothesis affects Loyalty mediated by Satisfaction to Customers at PT. X in Surabaya was rejected. This Timeliness variable does not have a good effect on customer loyalty. This is because this variable is the fulfillment of

the Timeliness dimension of Loyalty mediated by Satisfaction. on the company.

11. The Hypothesis of Order Discrepancy Handling has an effect on Loyalty mediated by Satisfaction on Customers at PT. X in Surabaya was accepted. This variable has a good effect on customer loyalty. This is because this variable is the fulfillment of the dimension of Order Discrepancy Handling on Loyalty mediated by Satisfaction.

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