The Effect of Satisfaction as Mediation of Loyalty

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Abstract— This study aims to determine the effect of a mediating factor on loyalty. The mediation in this study is consumer satisfaction, with mediated factors in the form of brand awareness, brand association, perceived quality and consumer loyalty. This study observed the responses of 256 users who use the e-learning platform from various backgrounds and demographics in Indonesia. The results showed that the mediating variable in the form of consumer satisfaction can increase the relationship between perceived quality and consumer loyalty.

Keywords— Consumer Satisfaction, Consumer Loyalty, Mediation.

I. INTRODUCTION

Education is no longer implemented formally through the classroom. The world of education adapts to a civilization that requires speed and flexibility, so e-learning is here. Due to the rapid development of the internet and information system technology, e-learning has, and will continue to experience a great increase in learning activities (Daniati et al, 2020). More and more educational institutions, organizations and companies are adopting e-learning systems to assist their teaching activities. Apart from the cost factor, the rapid growth of the e-learning industry is due to the increasing access to distance education so that more and more people are interested in doing it (Ellis and Kuznia, 2014).

Given the large number of learning platforms, the competition in the e-learning industry is getting tougher. It takes strong consumer loyalty for certain e-learning providers to survive in the digital education industry. Consumer loyalty is a form of consumer loyalty to choose a brand in a particular product or service category. That is, consumers choose the brand over other brands in the same category. Brand equity is said to have a positive and significant influence on loyalty (Harahap et al. 2014). Other research states that brand equity does have an important role in creating consumer loyalty (Rofiq et al. 2009). Brand equity consists of five assets, namely brand awareness, brand loyalty, quality perception, brand association, and other brand assets.

The equity of a brand has an indirect effect on consumer loyalty E-learning. Research conducted by Kurniawati (2017) shows that there is a relationship between brand equity and consumer satisfaction. Meanwhile Amiroh and Puspitadewi (2021) argue that there is a positive relationship between consumer satisfaction and consumer loyalty. Thus, consumer satisfaction can be a mediating variable between brand equity and consumer loyalty. This study aims to see the effect of consumer satisfaction as a mediator of brand awareness, brand associations, and perceived quality on consumer loyalty.

II. METHODOLOGY

A. Research Methodology

This research is a quantitative research type. The respondents who were observed were users of the e-learning platform from various characteristics of the respondents. The sample method uses purposive sampling which is a representative sample. The size of the respondents in this study refers to Hair (2018). The responses obtained were used for sample data analysis. Data analysis was carried out to determine the direct and indirect effects on the research variables which include brand awareness, brand association, perceived quality, consumer satisfaction, and consumer loyalty.

Source of data used in this research is primary data. Primary data is data obtained directly from the source using various methods (Hardani et al., 2020). Primary data was collected using a questionnaire through the Google form e-questionnaire and checked by random sampling check on the sample of respondents obtained, to ensure the validity of the answers.

Data measurement for each variable uses an interval scale. According to Sugiyono (2016) the interval scale is an interval scale, where the numbers presented show levels and sequential numbers have the same interval (distance) with the main characteristic of not having an absolute basis (zero point).

The use of an interval scale allows researchers to know that the objects studied are different when compared (Hardani et al., 2020). Each variable measured the level of agreement and disagreement of respondents to a series of questions relating to beliefs and behavior regarding a particular object. Each variable in this study was measured by a Likert Scale.

B. Direct Effect and Indirect Effect

To calculate the direct effect, the following formula is used: Effect of variable X on mediation/Y1 (coefficient a), effect of mediating variable/Y1 on variable Y2 (coefficient b), Effect of variable X on variable Y2 (coefficient c').

To find out the indirect effect between the existing variables, it can be done by multiplying the coefficients involved. In this case the effect of variable X on Y2 through mediation in the form of Y1 can be determined by multiplying the coefficients.

To find out the total effect between the existing variables, it can be done by adding up the coefficients involved. In this case the effect of variable X on Y2 through mediation in the form of Y1 can be determined by adding up the coefficients.

III. STATISTIC DESKRIPTIF

descriptive statistics will describe the description of the minimum value, maximum value, average (mean), and standard deviation (standard deviation) of the variable price, brand trust, brand image, purchase intention, and purchase decision. The results of descriptive statistical testing can be seen in the following table.

Table I. *The results of statistical calculations on the respondents*

| Variabel	N	Minimum	Maksimum	Mean	Std. deviation
Kesadaran merek	256	11,00	55,00	37,5625	10,57133
Asosiasi merek	256	6,00	30,00	20,8164	5,54991
Presepsi kualitas	256	11,00	55,00	39,5156	9,67551
Kepuasan konsumen	256	9,00	45,00	33,3398	7,91510
Loyalitas Konsumen	256	10,00	50,00	35,3086	8,82701

Based on the table above it can be seen that the amount of data used is 265, the minimum value is 6.00 and the maximum value is 55.00 for all research variables. The standard deviation value basically describes the magnitude of the distribution of a group of data relative to the average. If the standard deviation value is smaller than the average value, it can be said that the data distribution is quite good. However, if the standard deviation value is greater than the average value, this indicates that the data distribution is not good.

The output of the descriptive statistical analysis in this study shows that the standard deviation value is lower than the average value. This means that the distribution of data in this study is quite good. This smaller standard deviation value also means that the individual data points are close to the mean value in the study.

IV. INFLUENCE RELATIONSHIP BETWEEN VARIABLES

The structure of the influence relationship between the variables in this study can be seen in the following matrix:
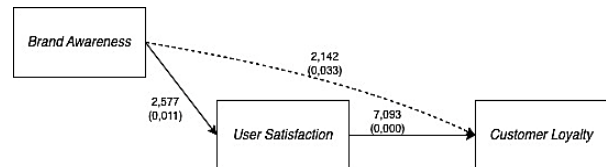
Fig I. *Effect of consumer satisfaction on brand awareness and consumer loyalty*

The figure shows that the brand awareness factor has a significant positive direct effect on consumer loyalty with a significant level of 0.033 <0.05 and a path coefficient of +2.142. Meanwhile, the direct effect of brand awareness on consumer satisfaction is indicated by the path coefficient +2.577 and a significant level of 0.011 <0.05; so that the direct effect is a significant positive.
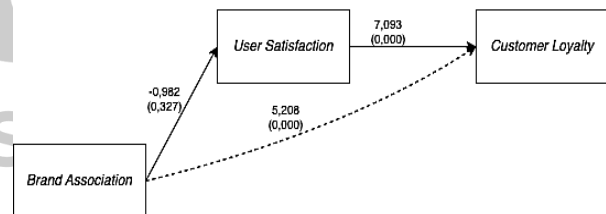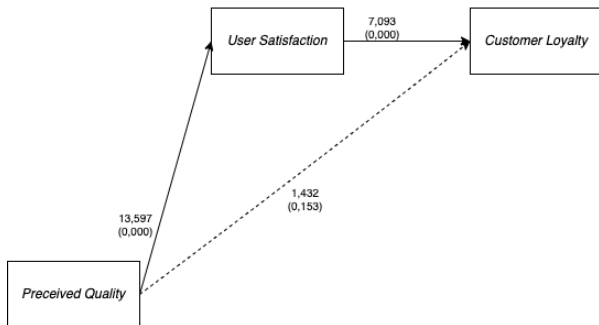

Fig II. *Effect of consumer satisfaction on brand association and consumer loyalty*

Brand association has a significant positive direct effect on consumer loyalty with a significant level <0.05 and a path coefficient of +5.208. Meanwhile, the direct influence of brand association factors on consumer satisfaction is shown by the path coefficient -0.982 and a significant level of 0.327 > 0.05; so that the indirect effect is negative and not significant.

Meanwhile, perceived quality has a direct positive effect that is not significant on consumer loyalty with a significant level of 0.153 > 0.05 and a path coefficient of +1.432. Meanwhile, the direct effect of the perceived quality factor on consumer satisfaction is indicated by

the path coefficient +13.597 and a significant level <0.05; so that the indirect effect is significant positive.

Fig III. *Effect of consumer satisfaction on perceived quality and consumer loyalty*

In general, the relationship between each variable can be observed in the following matrix:
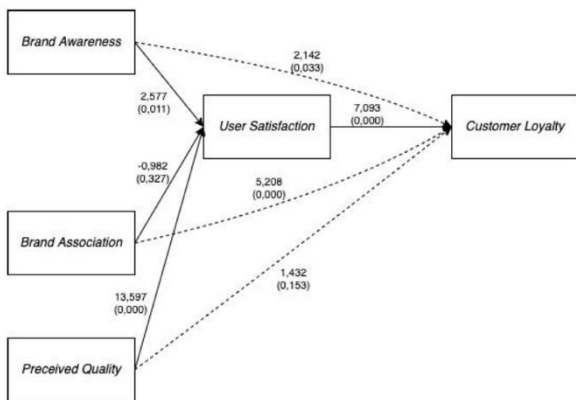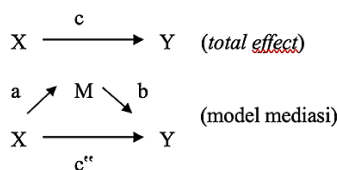

Fig IV. *Effect of consumer satisfaction on brand awareness, brand association, perceived quality and consumer loyalty*

IV. DIRECT AND INDIRECT EFFECTS

In terms of direct and indirect factors, Baron and Kenny (1986) describe the relationship between variables and mediators as follows:

Fig V. Model the relationship of direct effect and indirect effect

Baron and Kenny (1986) state that for mediation tests, three regression tests are needed, namely (1) independent regression of the mediator, (2) independent of the dependent, and (3) independent and mediator of

the dependent. Even though it is stated that there are conditions to prove a variable as intervening, in fact if the coefficients a and b are significant, it is sufficient to prove the existence of mediation even though c is not significant, namely where the independent variable influences the mediator and the mediator affects the dependent even though the independent does not significantly affect the dependent (MacKinnon, 2008).

To calculate the direct effect, the following formula is used: (1) The effect of variable X on mediation/Y1 (coefficient a); (2) The effect of the mediating variable/Y1 on the Y2 variable (coefficient b) The effect of the X variable on the Y2 variable (coefficient c'); (3) Indirect Effect/ab coefficient

To find out the indirect effect between the existing variables, it can be done by multiplying the coefficients involved. In this case the effect of variable X on Y2 through mediation in the form of Y1 can be determined by multiplying the coefficients. To find out the total effect between the existing variables, it can be done by adding up the coefficients involved. In this case the effect of variable X on Y2 through mediation in the form of Y1 can be determined by adding up the coefficients.

Table II. *The results of statistical calculations of direct and indirect effects*

Pengaruh			Bobot DE	Bobot IE	Bobot TE
Kesadaran Merek	→	Kepuasan Konsumen	2,577	-	-
Kepuasan Konsumen	→	Loyalitas Konsumen	7,093	-	-
Kesadaran Merek		Loyalitas Konsumen		18,279	20,856
Asosiasi Merek		Kepuasan Konsumen	-0,982	-	
Kepuasan Konsumen		Loyalitas Konsumen	7,093	-	
Asosiasi Merek		Loyalitas Konsumen		-6,965	-7,947
Persepsi Kualitas		Kepuasan Konsumen	13,597	-	
Kepuasan Konsumen		Loyalitas Konsumen	7,093	-	
Persepsi Kualitas		Loyalitas Konsumen		96,444	110,041

The table above shows that the direct and indirect influence relationship between the independent variables on the dependent variable.

Seeing the results of the direct influence of the mediation model from brand awareness to consumer loyalty (c') is significant, and there is a significant (indirect) mediation effect, it can be interpreted that the mediation that occurs is full mediation (complete mediation).

The mediating effect is contained in the model and the coefficient c' is significant which means there is influence and when viewed from the value of the direct effect (c' coefficient) X1 to Y2 is 2.577 (positive) in line

with the indirect effect (ab) is 18.279 (positive), then it can be it is said that the mediation model in this study is consistent and has a positive effect.

That is, the use of a mediating variable in the form of consumer satisfaction can increase the relationship between brand awareness and consumer loyalty. In other words, the mediating variable plays an important role and is needed to increase the value of consumer loyalty.

The results of the direct effect of the mediation model of brand association on consumer loyalty (c') is significant, and there is an insignificant (indirect) mediating effect, so it can be interpreted that the mediation that occurs is partial mediation. The mediating effect is contained in the model and the coefficient c' is significant which means there is influence and when viewed from the value of the direct effect (coefficient c') X2 on Y2 is -0.982 (negative) in line with the indirect effect (ab) of -6.965 (negative), it can be said that the mediation model in this study is consistent and has a negative effect.

That is, the use of a mediating variable in the form of consumer satisfaction is not needed to improve the relationship between brand associations and consumer loyalty.

Seeing the results of the direct influence of the mediation model from perceived quality on consumer loyalty (c') is significant, and there is a significant (indirect) mediation effect, it can be interpreted that the mediation that occurs is full mediation (complete mediation). The mediating effect is contained in the model and the coefficient c' is significant which means there is influence and when viewed from the value of the direct influence (coefficient c') X3 on Y2 is 13.597 (positive) in line with the indirect effect (ab) is 96.444 (positive), then it can be it is said that the mediation model in this study is consistent and has a positive effect.

That is, the use of a mediating variable in the form of customer satisfaction can improve the relationship between perceived quality and consumer loyalty. In other words, the mediating variable in the form of customer satisfaction plays an important role and is needed to increase the value of consumer loyalty.

IV. CONCLUSION

This study shows that the use of a mediating variable in the form of customer satisfaction can increase the relationship between perceived quality and consumer loyalty. The existence of customer satisfaction can increase customer loyalty significantly. In other words, the mediating variable in the form of customer satisfaction plays an important role and is needed to increase the value of consumer loyalty

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