

***THE IMPACT OF CUSTOMER VALUE AND CUSTOMER SATISFACTION ON
CUSTOMER LOYALTY AT WIJAYA MOTOR UNGARAN WORKSHOP***

**PENGARUH NILAI PELANGGAN DAN KEPUASAN PELANGGAN
TERHADAP LOYALITAS PELANGGAN DI BENGKEL WIJAYA MOTOR
UNGARAN**

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ABSTRACT

This study aims to analyze the effect of customer value and customer satisfaction on customer loyalty in the Gen Z and Millennial segments at the Wijaya Motor Workshop in Ungaran. The sample of this study consisted of 100 respondents selected using a non-random sampling method with a purposive sampling technique. Data collection used a questionnaire with a 5-point Likert scale measurement. The collected data were analyzed using multiple linear regression with the help of SPSS 29 software. The results of the study showed that the customer value variable and customer satisfaction variable partially had a significant effect on the customer loyalty variable. This finding indicates that increasing the value perceived by customers, as well as increasing the level of customer satisfaction, can significantly increase customer loyalty to the Wijaya Motor Workshop. The implication of this study is the importance of the Wijaya Motor Workshop to continue to increase customer value and satisfaction in order to maintain and increase customer loyalty, especially in the Gen Z and Millennial segments which are the focus of the study. Thus, the strategy of increasing customer value and satisfaction must be a top priority in efforts to develop workshop services and marketing.

Keywords: Customer Loyalty, Customer Value, Customer Satisfaction, Workshop, Ungaran

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh nilai pelanggan dan kepuasan pelanggan terhadap loyalitas pelanggan pada segmen Gen Z dan Millennial di Bengkel Motor Wijaya di Ungaran. Sampel penelitian ini terdiri dari 100 responden yang dipilih menggunakan metode sampling non-acak dengan teknik sampling purposif. Pengumpulan data menggunakan kuesioner dengan skala Likert 5 poin. Data yang dikumpulkan dianalisis menggunakan regresi linier berganda dengan bantuan perangkat lunak SPSS 29. Hasil penelitian menunjukkan bahwa variabel nilai pelanggan dan variabel kepuasan pelanggan secara parsial memiliki pengaruh yang signifikan terhadap variabel loyalitas pelanggan. Temuan ini menunjukkan bahwa meningkatkan nilai yang dirasakan oleh pelanggan, serta meningkatkan tingkat kepuasan pelanggan, dapat secara signifikan meningkatkan loyalitas pelanggan terhadap Bengkel Motor Wijaya. Implikasi penelitian ini adalah pentingnya Bengkel Motor Wijaya untuk terus meningkatkan nilai dan kepuasan pelanggan guna mempertahankan dan meningkatkan loyalitas pelanggan, terutama pada segmen Gen Z dan Millennial yang menjadi fokus penelitian. Oleh karena itu, strategi peningkatan nilai dan kepuasan pelanggan harus menjadi prioritas utama dalam upaya pengembangan layanan bengkel dan pemasaran.

Kata Kunci: Loyalitas Pelanggan, Nilai Pelanggan, Kepuasan Pelanggan, Bengkel, Ungaran

INTRODUCTION

Today's increasingly competitive marketplace has made customer loyalty a crucial success factor for businesses across industries. Companies invest significant resources to improve their product and service offerings to attract and retain customers. The most important factors in customer retention

include customer value and customer satisfaction. Although extensive research has been conducted, a deeper understanding of how these two elements relate to each other and contribute to growing customer loyalty is still needed.

Comprehending the significance of the interplay among customer value,

customer happiness, and customer loyalty is crucial for firms aiming to establish enduring relationships with their clientele. Customer value, defined as the perceived advantages obtained from a product or service in relation to its cost, significantly influences customer happiness. When customers perceive high value in their purchases, their satisfaction levels tend to increase, which in turn increases their loyalty to the brand or service provider (Susanto & Pandjaitan, 2024).

Customer satisfaction functions as a crucial intermediary in the correlation between customer value and loyalty. Research indicates that content customers are more inclined to demonstrate loyalty behaviors, including repeat purchases and favorable word-of-mouth endorsements (Diaz et al., 2023). In banking services, customer satisfaction has a significant influence on customer loyalty (Pritjahjono et al., 2023). Other research findings from Safitri et al., (Safitri et al., 2024), furthermore, it demonstrates that consumer pleasure substantially impacts loyalty within the retail sector. This is especially evident in the banking sector, where service quality and customer satisfaction correlate strongly with customer loyalty (Wijaya & Bernardo, 2022). These findings suggest that organizations must prioritize customer satisfaction to foster loyalty effectively.

In addition, the role of customer satisfaction as a mediator is confirmed by various studies that highlight its impact on loyalty in various contexts. Corporate communication can increase customer satisfaction, which in turn leads to increased loyalty (Mishra, 2022). The results of the study conducted by Supriyanto et al., (2021) determined that service quality and customer satisfaction are significant determinants of customer loyalty in

banking services. This discovery reinforces the notion that customer happiness is a crucial element that fosters loyalty.

Alongside customer satisfaction, customer experience also plays a vital role in shaping loyalty. Studies have shown that positive customer experiences can lead to higher levels of satisfaction, which in turn fosters loyalty (Utami et al., 2023). For example, research by Sianipar et al., (Sianipar et al., 2023) emphasizes that digital customer experience greatly affects loyalty via the intermediary function of customer satisfaction. This indicates that firms ought to prioritize enhancing the total consumer experience to elevate pleasure and, subsequently, loyalty.

Trust plays a crucial role in the relationship between customer happiness and customer loyalty. Trust can increase customer satisfaction by giving customers confidence in their purchasing decisions, which in turn fosters loyalty (Ekasari et al., 2023). Research by Ali et al., (2024), indicates that brand trust favorably affects customer happiness, resulting in heightened loyalty among users of e-commerce platforms. This indicates that establishing trust is crucial for firms seeking to enhance customer happiness and loyalty.

The influence of service quality on customer satisfaction and loyalty cannot be overstated. Numerous studies have established a direct link between high service quality and increased customer satisfaction, which ultimately leads to increased loyalty (Supriyanto et al., 2021). Afifah & Kurniawati (2021) shown that the parameters of service quality substantially influence customer satisfaction and loyalty in Islamic banking. This highlights the need in the context of the service industry for

various benefits to be felt by customers when they receive good service and will affect the perception of value. The research conducted by the researcher tries to replicate based on previous research, the author seeks to investigate the impact of customer value and customer satisfaction on customer loyalty at the Wijaya Motor Ungaran workshop, Semarang Regency.

LITERATURE REVIEW

Customer Value

Customer value is the customer's assessment of the equilibrium between the sacrifices incurred and the rewards obtained (Mokoagouw et al., 2018). Kotler, as referenced in Paputungan., et.al., (2022), customer value is the difference in benefits obtained by customers compared to the costs incurred. Meanwhile, according to Sangadji & Sopiah in Husain, et.al., (2022), customer value is the difference between the total customer value and the total costs incurred by customers from product marketing. Then Sari and Marlien (2019) in Pratama and Adriyanto (2023), customer value indicators consist of: emotional value, social value, performance value, and monetary value

Customer Satisfaction

According to Sudaryono in Fakhri (2022), defining that customer satisfaction is a comprehensive attitude shown by customers towards products and services after they get and use them. Meanwhile, Tjiptono's opinion in the research of Sebayang and Situmorang (2019), customer satisfaction is a cognitive assessment by buyers of the alignment between the outcomes achieved and the sacrifices incurred. Customer satisfaction will arise if there is a sense of customer satisfaction with the match between the service and their

expectations and the match between the price paid and the service (Apriliani et al., 2020). Based on research developed and adjusted to the variables in the research of Wirawan, et.al. (2019), customer satisfaction indicators are: overall customer satisfaction level, suitability of products and/or services offered with customer expectations, and customer satisfaction level during the relationship with the company (experience).

Customer Loyalty

According to Istiyawari, et.al., (2021), customer loyalty denotes a consumer's allegiance to a retailer, brand, or supplier, grounded in a favorable disposition and manifested via regular repeat purchases. Meanwhile, Insani & Madia (2020), argues that customer loyalty is a relationship between customers and companies where satisfaction is created, so establishing a solid foundation for repeat purchasing of identical products and generating word-of-mouth endorsements. The metrics of consumer loyalty as per Rachmawati in Dewi & Suprapti (2018), include: repeat purchase, recommendation, and commitment.

Hypothesis Development

Findings by Sebayang and Situmorang's research (2019) showed that customer value variables have a positive and significant effect on customer loyalty of Online Coffee Shops in Medan City. Nuari and Riyanto's research (2023) also showed the same results, where customer value variables have a positive and significant effect on customer loyalty of AUTO2000 car dealers in North Cikarang. Based on the results of the study, the first hypothesis can be formulated:

H1: Customer value has a positive and significant effect on customer loyalty.

Previous research conducted by Arfifahani (2018), showed that customer satisfaction variables have a significant effect on customer loyalty variables at International Airport in Yogya. Other research results by Molle, et.al. (2019) proved that there is a significant or real influence of customer satisfaction variables on customer loyalty variables at Royal's Resto in Ternate City. Based on the results of this study, the second hypothesis can be formulated:

H2: Customer satisfaction has a positive and significant effect on customer loyalty.

Customer satisfaction is determined by customer value and customer satisfaction desired by customers, thus causing customer loyalty. The results of research conducted by Sebayang and Situmorang (2019) The F-test indicates that customer value, customer happiness, and trust collectively exert a strong influence on customer loyalty. According to the study's findings, the third hypothesis may be articulated as follows:

H3: Customer value and customer satisfaction have a positive and significant effect on customer loyalty.

Conceptual Model

This framework describes each variable for examination and articulates a logical progression to assist researchers in data analysis and interpretation. Figure 1 depicts the interrelations among the study variables for enhanced visualization.

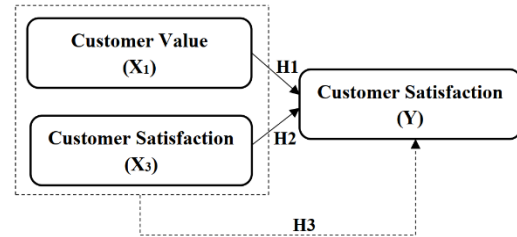


Figure 1. Conceptual Model

RESEARCH METHODS

In this study, the author uses a quantitative approach that intends to determine the magnitude of the influence between customer value and customer loyalty customer satisfaction. The population in this study were customers of the Wijaya Motor workshop in the Ungaran area, Semarang district. The number of samples was determined directly by 100 individuals as respondents. Sampling was conducted utilizing a non-probability sampling strategy through purposive sampling techniques. Data collection used a questionnaire with a Likert scale assessment of 1-5 points. Data testing used multiple regression techniques assisted by the use of analysis tools in the form of SPSS version 29 from Windows.

Table 1. Questionnaire Questions

| Variable | Question |
|---------------------|---|
| Customer Value (X1) | 1. I feel happy and satisfied when I purchase products and services from the Wijaya Motor Ungaran workshop |
| | 2. I feel that the Wijaya Motor Ungaran workshop employees provide friendly and good service |
| | 3. I feel that the Wijaya Motor Ungaran workshop provides satisfactory product and service quality |
| | 4. I feel that the price given by the Wijaya Motor Ungaran workshop is in accordance with the quality offered |

| | | |
|-----------------------------------|----|---|
| Customer Satisfaction (X2) | 1. | I am satisfied with the quality products and services sold by the Wijaya Motor Ungaran workshop |
| | 2. | I am satisfied with the speed and accuracy of the service as promised by the Wijaya Motor Ungaran workshop |
| | 3. | I will recommend Wijaya Motor Ungaran to my friends as a good motorbike repair shop |
| | 4. | I am satisfied with the price of the products and services of the Wijaya Motor Ungaran workshop overall |
| Customer Loyalty (Y) | 1. | I will not be influenced by other people regarding negative information regarding the Wijaya Motor Ungaran workshop |
| | 2. | I will be loyal to using the products and services of the Wijaya Motor Ungaran workshop |
| | 3. | I will recommend Wijaya Motor Ungaran workshop to family, friends, best friends and other relatives |
| | 4. | I will not be interested in using other workshop products and services other than the Wijaya Motor Ungaran workshop |

RESULTS AND DISCUSSIONS

Respondent Description

Table 2. Respondent Description

| Information | Total | Percentage |
|----------------------------|-------|------------|
| Gender | | |
| Male | 64 | 64% |
| Female | 36 | 36% |
| Age | | |
| < 20 year | 10 | 10% |
| 20 – 30 year | 84 | 84% |
| 30 – 40 year | 4 | 4% |
| > 40 year | 2 | 2% |
| Subscription Period | | |
| < 5 year | 41 | 41% |
| 5 – 10 year | 35 | 34% |
| > 10 year | 25 | 25% |

Source: analyzed data 2025

The data displayed in Table 2 describes the description of respondents with a total of 100 individual customers of Wijaya Motor Ungaran workshop. The number of male respondents was 64 respondents (64%), then female respondents were 36 individuals (36%).

Then respondents aged under 20 years were 10 individuals (10%), followed by data on respondents aged 30-40 years of 4 individuals (4%), then respondents aged 20-30 years were the most dominant at 84 individuals (84%), and respondents aged over 40 years were 2 individuals (2%). Furthermore, the description of respondents based on the length of time they have been customers at the Wijaya Motor Ungaran workshop, where the length of subscription > 10 years was 25 individuals (25%), then respondents with a subscription period of 5-10 years were 35 individuals (35%), and respondents with a subscription period <5 years were 41 individuals (41%) were stated to be the most dominant.

Validity Test

The Validity Test assesses a questionnaire's capacity to accurately measure the intended construct. If the count of r_{exceeds} the r_{table} , the question item is deemed valid.

Table 3. Validity Test

| Items | R _{count} | R _{table} | Result |
|-------------|--------------------|--------------------|--------|
| (X1) | | | |
| CV_1 | 0,825 | 0,195 | Valid |
| CV_2 | 0,744 | 0,195 | Valid |
| CV_3 | 0,816 | 0,195 | Valid |
| CV_4 | 0,834 | 0,195 | Valid |
| (X2) | | | |
| CS_1 | 0,769 | 0,195 | Valid |
| CS_2 | 0,696 | 0,195 | Valid |
| CS_3 | 0,807 | 0,195 | Valid |
| CS_4 | 0,757 | 0,195 | Valid |
| (Y) | | | |
| LYL_1 | 0,640 | 0,195 | Valid |
| LYL_2 | 0,859 | 0,195 | Valid |
| LYL_3 | 0,721 | 0,195 | Valid |
| LYL_4 | 0,770 | 0,195 | Valid |

Source: analyzed data 2025

Table 3 indicates that the overall computed r_{count} for all examined indicators exceeds the r_{table} value of 0.195. It can be determined that all indicator items in this study are deemed valid.

Reliability Test

The reliability testing of all assertions employed in this study will utilize the Cronbach Alpha formula, which is deemed reliable if its value exceeds 0.6.

Table 4. Reliability Test

| No. | Variable | Cronbach Alpha | Standard Alpha | Result |
|-----|----------|----------------|----------------|----------|
| 1. | X1 | 0.913 | 0.6 | Reliable |
| 2. | X2 | 0.888 | 0.6 | Reliable |
| 3. | Y | 0.882 | 0.6 | Reliable |

Source: analyzed data 2025

Table 4 indicates that following the reliability test, the Cronbach alpha coefficient for each variable exceeded 0,6. It is established that all variables are dependable and yield sound decisions.

Data Normality Test

The normal P-P Plot of the Regression Standardized Residuals graph analyzes the normality detection data. The data exhibits a normal distribution, thereby satisfying the assumption of normality, with points dispersed along the diagonal line, indicating that the data distribution aligns with the direction of the diagonal line, as illustrated in Figure 2 below:

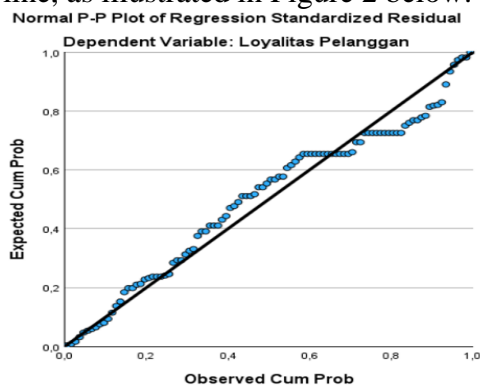


Figure 2. P-p Plot Test

Multicollinearity Test

Multicollinearity occurs when there is a high linear relationship between two or more explanatory variables. Table 5 delineates that the tolerance value for each independent

variable exceeds 0.10, and the VIF score remains below 10, so indicating the absence of multicollinearity issues in the research findings.

Table 5. Multicollinearity Test Result

| Model | Collinearity Statistics | |
|-----------------------|-------------------------|-------|
| | Tolerance | VIF |
| 1 Constant | | |
| Customer Value | .497 | 2.011 |
| Customer Satisfaction | .497 | 2.011 |

a. Dependent Variable: Customer Loyalty

Heteroscedasticity Test

The findings of the heteroscedasticity test show a random distribution of points without a clear pattern, thus strengthening the conclusion that there is no heteroscedasticity, as illustrated in Figure 3.

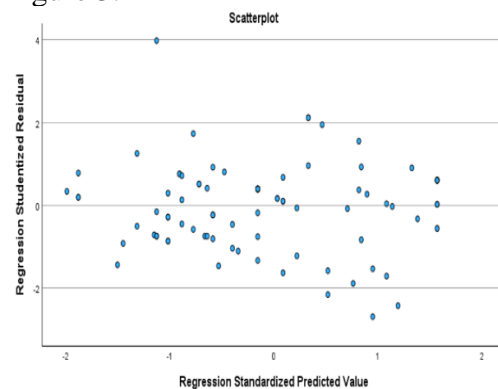


Figure 3. Scatterplot

Partial Test

A partial correlation test is employed to assess the significance of the connection between the independent variables of customer value (X1) and customer satisfaction (X2) concerning the dependent variable of customer loyalty (Y). The results obtained from the t_{test} in Table 6 are as follows:

Table 6. Partial Test

| Model | t | Sig |
|-----------------------|-------|-------|
| 1 (Constant) | 0.568 | 0,571 |
| Customer Value | 3.796 | <,001 |
| Customer Satisfaction | 5.465 | <,001 |

a. Dependent Variable: Customer Loyalty

H1: Customer value has a positive and significant effect on customer loyalty. The coefficient value of customer value is 0.105, indicating a positive correlation. Customer value positively influences customer loyalty. The statistical value of t (t_{count}) is $|3.796|$, which exceeds the t_{table} value of $|1.985|$, and the significance of the customer value variable is 0.001 (<0.05), indicating that customer value significantly influences customer loyalty.

H2: Customer satisfaction has a positive and significant effect on customer loyalty. The coefficient value of customer value is 0.96, indicating a positive correlation. Customer satisfaction positively influences customer loyalty. The statistical value of t (t_{count}) is $|5.365| > t_{\text{table}} |1.985|$, and the significance of the customer satisfaction variable is $0.001 < 0.05$, indicating that customer satisfaction significantly affects customer loyalty.

Simultaneous Test

According to Table 7, the computed F value is 72.455, and the significance value is 0.000. The F table value for $df_1 = 2$, $df_2 = 97$, at a significance level of 5% (0.05), is 3.087. The computed F value is 72.455, above the F table value of 3.087, and the significance value is 0.000, which is less than 0.05; thus, customer value and pleasure collectively influence customer loyalty. The third hypothesis (**H3**), which states that customer value and satisfaction positively and significantly influence customer loyalty, was finally proven.

Table 7. F Test

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|--------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 442,864 | 2 | 221,432 | 72.455 | <.001 ^b |
| | Residual | 296,446 | 97 | 3,056 | | |
| | Total | 739,310 | 99 | | | |

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Value, Customer Satisfaction

R² Test

According to Table 8, the R Square value is 0.599. This indicates that customer value and satisfaction variables account for 59.9% of the influence on customer loyalty, while the remaining 40.1% is attributed to other variables or causes.

Table 8. Result of R Square

| Model Summary ^b | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .774 ^a | .599 | .591 | 1.784 |

a. Predictors: (Constant), Customer Satisfaction, Customer Value

b. Dependent Variable: Customer Loyalty

DISCUSSION

The Impact of Customer Value on Customer Loyalty

The results of partial hypothesis testing show that the customer value variable significantly affects customer loyalty. According to research from Sasongko (2021), customer value plays a significant role in building customer loyalty, where customers who feel they get more value from a product or service tend to remain loyal and make repeat purchases. The research results align with the findings of Arfifahani (2018), who stated that customer value significantly affects customer satisfaction among consumers at Adisutjipto Airport in Yogyakarta. This is also in line with the findings of Sebayang & Situmorang (2019), which show that customer value significantly affects customer loyalty at Online Coffee Shops in Medan City.

The Impact of Customer Satisfaction on Customer Loyalty

The second partial hypothesis test results show that the customer satisfaction variable significantly affects customer loyalty. A study shows that customer satisfaction strongly mediates the relationship between service quality and customer loyalty (Salsabiila &

Miranti, 2024). Companies that continually innovate and offer new, relevant products or services can increase customer satisfaction and customer loyalty (Ramadhan & Fikriah, 2024). The results of this research are relevant to the research findings by Darmianti & Prabawani (2019), where customer satisfaction has a positive and significant influence on customer loyalty at the Larissa beauty clinic.

The Impact of Customer Value and Customer Satisfaction on Customer Loyalty

The results of simultaneous hypothesis testing show that the customer value and customer satisfaction variables significantly affect customer loyalty. Research from Putra (2021) shows that high customer value can increase customer satisfaction, contributing to customer loyalty. Companies that can provide more value to customers through quality products and services will be more successful in building long-term loyalty. The results are under research from Sari et al. (2024), which confirms that customer value and satisfaction significantly influence customer loyalty for motorcycle service in Riau.

CONCLUSION AND SUGGESTION

This study examines the influence of customer value and customer satisfaction on customer loyalty in the Gen Z and Millennial segments at the Wijaya Motor Workshop in Ungaran. The study's results indicate that customer value and satisfaction partially significantly influence customer loyalty. This shows that the higher the value and satisfaction customers feel, the higher their loyalty to this workshop. Based on the results of the study, several suggestions can be given to increase customer loyalty at the Wijaya Motor

Workshop, including the workshop must continue to innovate in providing quality services, competitive prices, and additional benefits that can increase the perception of value in the eyes of customers and continue to maintain and increase customer satisfaction by trying to improve services according to customer needs and expectations. Further research is expected to expand the scope of research and add several new variables.

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