



## Effect of Service Quality On Consumer Loyalty With Consumer Satisfaction as an Intervening Variable At PT. Capella Dinamik Nusantara (Capella Honda 88 Workshop) Pekanbaru (Quantitative Analysis using SmartPLS4)

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### How to Cite :

Zahroni, R. Z.; Sutrisna, E. (2025). *Effect Of Service Quality On Consumer Loyalty With Consumer Satisfaction As An Intervening Variable At PT. Capella Dinamik Nusantara (Capella Honda 88 Workshop) Pekanbaru (Quantitative Analysis using SmartPLS4)*. *Bima Journal: Journal of Business, Management and Accounting*, 6 (2). 881 - 894. DOI: <https://doi.org/10.37638/bima.6.2.881-894>

### ARTICLE HISTORY

Received [03 June 2025]

Revised [ 11 June 2025]

Accepted [22Nov 2025]

### KEYWORDS

Service Quality,  
Consumer Loyalty,  
Consumer Satisfaction

### ABSTRACT

**Purpose:** This study aims to determine the influence of service quality on consumer loyalty with consumer satisfaction as an intervening variable at PT. Capella Dinamik Nusantara (Capella Honda 88 Workshop) Pekanbaru. **Methodology:** In this study, a purposive sampling technique was used to sample 100 respondents. The method used was descriptive statistics with a quantitative approach. Measurement models, structural models, and hypothesis testing with SmartPLS4 software analyze data with a Likert scale. **Results:** the results show that service quality has a significant direct effect on consumer loyalty with a T-statistic of  $2.388 > 1.96$  and a p-value of  $0.017 < 0.05$ . Service quality significantly affects consumer satisfaction directly with a T-statistic of  $13.812 > 1.96$  and a p-value of  $0.000 < 0.05$ . Consumer satisfaction significantly affects consumer loyalty directly with a T-statistic of  $4.740 > 1.96$  and the p-value  $0.000 < 0.05$ . Consumer satisfaction mediates the effect of service quality on consumer loyalty, which has a significant influence with a T-statistic of  $4.627 > 1.96$  and a p-value of  $0.000 < 0.05$ . **Findings:** In this study, consumer satisfaction is able to mediate the influence of service quality on consumer loyalty has a significant influence. **Novelty:** This study uses a data processing application that is different from the previous research, namely using SmartPLS4. Using different dimensions compared to previous research. **Originality:** This study provides insight into the influence of service quality on consumer loyalty with consumer satisfaction at PT. Capella Dinamik Nusantara (Capella Honda 88 Workshop) Pekanbaru. The researcher directly distributed the questionnaire to the respondents. **Conclusion:** With consumer satisfaction obtained from the service quality is able to increase consumer loyalty. **Type of Paper:** A Research paper.

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## INTRODUCTION

In the era of globalization, business development has a significant impact on the development of the business world globally. Although the market is open and its prospects are widening, competition is becoming increasingly tight and unpredictable. In order to compete sustainably with other businesses in the same industry, this requirement necessitates that every company has a competitive advantage in its operations.

Businesses related to transportation are currently the fastest growing in the world. Transportation is the process of using vehicles in road traffic areas to move people or goods from one location to another. The needs of society in carrying out daily activities are greatly influenced by transportation infrastructure in this era of globalization. Motorcycles are one of the most popular modes of transportation. Motorcycles are one of the most commonly used forms of transport in various countries, including Indonesia. Data from Korlantas Polri in February 2024 explains that the population of motor vehicle users in all regions of Indonesia totals 160,652,675 units, with

motorcycles dominating this population at 134,181,607 units (Adji, 2024). There are several reasons why motorcycles are a widely used vehicle in Indonesia, including their ease of use, relatively cheap prices, and fuel efficiency.

The motorcycle workshop business is one of the promising business opportunities at the moment. With the increasing number of motorcycle users, the workshop business has become popular. Currently, we have no difficulty finding workshops in various places, from urban areas to remote settlements. Nowadays in Indonesia, competition in the workshop business is intensifying, with an increasing number of service providers, both official and unofficial workshops. Bamsuet stated that the Indonesian Automotive Workshop Association (PBOIN) projects that in normal conditions, the trade value of workshop services and its components could reach IDR 325.51 trillion. Bamsuet explained that there are at least 400,000 automotive workshop business units in Indonesia (Laraspati, 2023). From these explanations, the abundance of both official and unofficial workshops creates competition among service providers focusing on strategic battles to become the preferred main workshop for consumers.

Becoming the main choice for consumers is not easy. Therefore, a business must be able to acquire as many consumers as possible to thrive in the face of tight competition. Not only that, but it must also ensure that the consumer they have acquired become loyal, which guarantees the company's stability and survival amidst competition. Thus, it is important for companies to turn ordinary consumers into loyal consumers or consumer loyalty. According to Kotler and Keller (2009), consumer loyalty is defined as the deep commitment held by consumers to repurchase or continue supporting their favorite products or services in the future, even though situational influences and marketing efforts could potentially lead consumers to switch. Furthermore, according to Oliver (1999), consumer loyalty is a commitment to consistently buy or remain a loyal consumer of a favored product or service in the future, and this commitment leads to repeat purchases of the same product or service. Thus, loyalty is a strong commitment from consumers towards the products or services they favor. This indicates that consumers feel very satisfied and emotionally connected to certain services so that they will continue to buy or use them in the future. This loyalty is unwavering despite external factors such as changes in economic situations or competitors.

One of the reasons consumers make repair services their primary choice is the quality of service. Kotler in Alma (2007) reveals that service quality is a way for companies to continuously improve the quality of the processes, products, and services they provide. According to Tjiptono and Chandra (2012), service quality is the comparison between the level of service provided by the company and what consumers expect. Research conducted by (Brabo et al., 2023) finds that the variable of service quality has a positive but not significant effect on consumer loyalty. Meanwhile, another study conducted by (Abdullah et al., 2024) finds that the variable of service quality has no effect on consumer loyalty.

After consumers experience and have an understanding of the quality of service offered by the company, feelings and judgments about the company will arise, whether they feel satisfied or not. In other words, loyalty is influenced by consumer satisfaction. Consumer satisfaction is also one of the aspects that must be considered for workshop services. According to Kotler and Keller (2009), consumer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the perceived performance of a product (or outcome) with their expectations. According to (Lovelock et al., 2011), consumer satisfaction is an attitude determined based on the experiences gained. According to Oliver (1999), satisfaction and loyalty are not substitutes for one another. A consumer can be loyal without being very satisfied (for example, if there are only a few brand choices), and a consumer can be very satisfied but not loyal (for example, if there are many brand alternatives available). Sugistiano & Ispriyahadi (2021) conducted research which found that service quality has a positive and significant effect on consumer satisfaction at 63%, consumer satisfaction has a positive and significant effect on consumer loyalty at 52.6%, service quality has a positive and significant effect on consumer loyalty at 27.2%, and service quality has a positive and significant effect on consumer loyalty with consumer satisfaction as an intervening variable at 33.1%. The results of the research indicate that the direct effect of service quality on consumer loyalty is smaller than the indirect effect of service quality on consumer loyalty that is mediated by consumer satisfaction.

Providing good service quality can enhance consumer satisfaction, which will ultimately impact the increase in consumer loyalty. This is in line with research conducted by (Nurofik & Wiana, 2022), which shows that service quality has a positive and significant effect on consumer loyalty, service quality has a positive and significant effect on consumer satisfaction, and service quality has

a positive and significant effect on consumer loyalty with consumer satisfaction as an intervening variable. However, there is research conducted by (Juniarti et al., 2022) which found that service quality does not have an effect on consumer loyalty through consumer satisfaction. The provision of service quality does not impact the level of consumer satisfaction and the creation of loyalty attitudes. Thus, service quality will not affect the level of satisfaction and the creation of consumer loyalty.

Despite the emergence of many AHASS workshops or other motorcycle workshops in Pekanbaru, Capella Honda 88 workshop is one of the Honda/AHASS motorcycle workshops that has been established for quite some time and has managed to survive until now. This can be evidenced by the fact that Capella Honda 88 workshop has remained operational even though there are many competing workshops, it has been affected by the Covid-19 pandemic, and the purchasing power of the community has decreased as it is now. Capella Honda 88 workshop is located at No. 88 Soekarno Hatta Street, Payung Sekaki District. This area is known for being home to many motorcycle workshops, making it a competitor for Capella Honda 88 itself. From the preliminary research I conducted at Capella Honda 88 Workshop Pekanbaru, researcher obtained their sales data for the past 5 years from the workshop head. The data of consumers cannot be displayed here to maintain the privacy of the related workshop, but it is evident from the data that the performance of Capella Honda 88 Workshop is contrary to the existing phenomenon, where in that phenomenon, service quality at Capella Honda 88 Workshop has advantages over other workshops, but there are still complaints from consumers that cause a lack of loyalty, and the acquired consumers tend to be unstable.

Based on the background that has been presented by the author, it can be the problem in this study is formulated, namely "How does Service Quality Affect Consumer Loyalty Through Consumer Satisfaction as a Variable Intervening on PT. Capella Dinamik Nusantara (Capella Honda 88 Workshop) Pekanbaru".

## METHOD

### Type And Location Of Research

In this study, the researcher used a type of descriptive statistical research with a quantitative approach. According to (Sugiyono, 2019), the quantitative research method is a research method based on positivist philosophy, which is used to study a certain population or sample. Data was collected using research instruments, and the analysis is quantitative or statistical in nature. The research was conducted on consumers at the Capella Honda 88 workshop, located at Jalan Soekarno Hatta No. 88, Kec. Payung Sekaki, Pekanbaru, Riau. The reason the researcher conducted the study at the Capella Honda 88 workshop is because it is a Honda/AHASS workshop that offers the most comprehensive services compared to other workshops, and it is the largest and most complete Honda/AHASS workshop in Riau. However, the problem in this location is the lack of consumer loyalty to the Capella Honda 88 workshop, which causes fluctuations in the number of consumers and sales revenue.

### Population and Sample

In conducting this research, it is necessary to establish a population so that the researcher can obtain relevant and expected data. According to (Sugiyono, 2019), a population can be defined as a generalization area consisting of objects or subjects that include objects or subjects with specific quantities and attributes chosen by the researcher for study and further conclusions.

According to (Sugiyono, 2019) A sample represents a subset of the population's size and attributes. Researchers utilized the Slovin formula with a 10% error tolerance level to calculate the number of samples from the current population in this study. The sample size was 99.56, and rounded up to 100 people.

The sample technique used in this study is non-probability sampling. Non-probability sampling is a method where each component or individual in a population has a different likelihood of being selected as a sample. Purposive sampling is the sampling technique used in this study, which is a method of collecting data based on specific characteristics or trends that coincide with the research problem with the aim of gathering representative data (Sugiyono, 2019). The characteristics that must be possessed to be a sample are consumers who have visited and used the services of Capella Honda 88 workshop at least 2 times and are at least 18 years old.

### Data Collection Technique

In this study, the data collection technique used by the researcher is through the distribution of written questionnaires directly to the respondents. Researcher obtained data from Capella Honda 88 consumers by directly going down to the workshop to find consumers to be used as research samples.

### Variable Measurement Techniques and Data Analysis Techniques

A Likert scale is used to measure variables. The Likert scale is used to gauge an individual's or a group's attitudes, beliefs, and perceptions regarding a phenomenon. The Likert scale, which uses a score of 1–5, offers gradations ranging from highly positive to very negative. By selecting this range of scores, a neutral option is provided.

The Partial Least Square (PLS) method with SmartPLS software was used in the data analysis of this study using the Structural Equation Modeling (SEM) equation model. Compared to other software, SmartPLS is chosen here because it can be used to a small sample, as in this research.

### Outer Model

**Table 1. Outer Model**

Validity and Reliability	Parameters	Description
Validity Konvergen	Loading Factor Value	It can be said that it is valid if the loading value > 0.7 For the initial stage of development, the loading value of > 0.5-0.6 can be said to be valid
	Average Variance Extracted (AVE)	An AVE > 0.5 is a good measure of Convergent Validity.
Validitay Deskriminan	Cross Loading	The latent construct predicts the indication more accurately than the other constructs because its correlation with each indicator is greater than the size of the other constructs.
	Fornell-Larcker	The square root value of AVE > the correlation value between the latent constructs/variables, then a good Discriminant Validity is achieved.
Reliability	Cronbach's Alpha	<i>Cronbach's Alpha</i> ≥ 0.7 for <i>Confirmatory Research</i> Cronbach's Alpha ≥ 0.7 is still acceptable for Exploratory Research
	Composite Reliability	<i>Composite Reliability</i> ≥ 0.7 good reliability Composite reliability of 0.6-0.7 is still acceptable for Exploratory Research

Source: (Ghozali & Latan, 2015)

**Table 2. Inner Model**

Test	Criterion	Description
Coefficient of Determination	R <sup>2</sup>	An R-Square value of 0.67 identifies a good model, a value of 0.33 for a moderate model, while a value of 0.19 for a model can be said to be weak.
Path Coefficients	p-value	p-value < α, then it is said to be significant < 0.05: Considered a very good fit (close fit). < 0.08: Generally considered a good fit.
Model Fit	SRMR	< 0.10: Acceptable as a marginal fit. ≥ 0.10: Indicates that the model may not match the data (poor fit).
Predictive relevance	Q <sup>2</sup>	Q <sup>2</sup> >0 has good predictive relevance, Q <sup>2</sup> <0 has poor predictive relevance.

Source : (Duryadi, 2021)

### Table 3. Operational Variable

No	Variable	Dimensions	Statement Items
1	Service Quality (X)	<p>Realibility</p> <p>Responsivene ss</p> <p>Assurance</p> <p>Tangible</p> <p>Emphaty</p>	<p>1. The service provided by Capella Honda 88 workshop is consistently good in both work quality and consumer service.</p> <p>2. Consumers trust the explanation from the employees of Capella Honda 88 workshop regarding the repairs that will be carried out.</p> <p>3. Consumers are confident that Capella Honda 88 workshop has adequate equipment and competent staff to ensure the motorcycles are repaired with optimal results.</p> <p>1. Capella Honda 88 workshop has an efficient process to provide time and cost estimates for repairing its consumers' motorcycles.</p> <p>2. Capella Honda 88 workshop is quick in completing repairs for its consumers' motorcycles.</p> <p>3. Consumers are quickly served when they come to this workshop for motorcycle servicing.</p> <p>1. Capella Honda 88 workshop consumers receive polite and respectful treatment from the workshop employees towards their consumers.</p> <p>2. Consumers trust the skills and competence of the mechanics working at Capella Honda 88 workshop.</p> <p>3. Capella Honda 88 workshop offers a warranty on the results of the consumer's motorcycle service.</p> <p>1. The waiting room at Capella Honda 88 workshop is attractive and provides comfort for its consumers.</p> <p>2. The appearance of the employees at Capella Honda 88 workshop is tidy and professional while performing their work.</p> <p>3. The waiting room at Capella Honda 88 workshop provides drinks for consumers to enjoy while waiting for motorcycle service.</p> <p>1. Capella Honda 88 workshop employees show patience and willingness to explain things repeatedly to their consumers.</p> <p>2. The employees of Capella Honda 88 workshop have an empathetic attitude, as demonstrated when discussing repair costs while considering the financial situation of the consumers.</p> <p>3. Capella Honda 88 Workshop makes it easier for consumers to get services (booking service) with the MyCapella application.</p>
2	Consumer Satisfication (Z)	<p>alignment of expectations</p> <p>interest in repurchasing willingness to recommend</p>	<p>1. The repair service at Capella Honda 88 workshop meets consumer expectations for professionalism and precision.</p> <p>2. The quality of the repair results at Capella Honda 88 workshop is in accordance with the standards consumer had in mind before coming to this workshop.</p> <p>1. Consumers plan to return to the Capella Honda 88 workshop if their motorcycle needs repairs again.</p> <p>2. Consumers see Capella Honda 88 workshop as the top choice for motorcycle repairs in the future.</p> <p>1. Consumers will refer to Capella Honda 88 workshop as the best choice when asked about places to repair motorcycles.</p> <p>2. Consumers experiences with Capella Honda 88</p>

No	Variable	Dimensions	Statement Items
3.	Consumer Loyalty	Making repeat or regular purchases	workshop are so positive that they want to share it with others. 1. Consumers choose Capella Honda 88 workshop even though there are other options with better or cheaper service 2. Consumers feel satisfied and want to make repairs again at Capella Honda 88 Workshop.
		Making purchases between product or service lines	1. Consumers buy spare parts for other motorcycles that the consumers do not repair here from Capella Honda 88 workshop. 2. Consumers have used more than one type of service (such as routine maintenance, engine repair, and painting) at Capella Honda 88 workshop.
		Making purchases between product or service lines	1. Recommending to other people because the service provided by Capella Honda 88 workshop meets consumer expectations. 2. Recommending the Capella Honda 88 workshop because of the quality of service and the quality of the work.
		Not influenced by competitor companies	1. Consumers will continue to choose Capella Honda 88 workshop even though there are attractive offers from other workshops. 2. Consumers have already gained satisfaction because the service received is good, thus they do not look towards other workshops.

Source: Researcher's elaboration, 2025

## Hypothesis

The probability value and the t-statistic value can be used to evaluate hypothesis testing. If the p-value is less than 0.05, it is considered to have a significant effect in hypothesis testing with a 95% significance level ( $\alpha=0.05$ ); if it is greater than 0.05, it is considered to have no significant effect. The t-statistic value can also be used to determine this; if it is greater than the t-table, the effect is significant; if it is less than the t-table, the effect is not significant.

## RESULTS AND DISCUSSION

### RESULTS

#### Convergent Validity test

This test uses the factor loading value to determine whether a measurement item (indicator) is valid or not. And measure the strength of the relationship between each measurement item (indicator) and the construct. In this study, there are 3 variables with a total of 29 indicators, 15 service quality indicators, 6 consumer satisfaction indicators, and 8 consumer loyalty indicators. An indicator is considered to meet the criteria if it has a factor loading value  $> 0.7$  and AVE  $> 0.5$ . Here are the outer loading values for each indicator in the research variable:

**Table 2. Convergent Validity test**

Variabel	Indikator	Loading Factor	AVE	Keterangan
Service Quality (X)	X1.1	0.809	0.645	Valid
	X1.2	0.853		Valid
	X1.3	0.841		Valid
	X2.1	0.852		Valid
	X2.2	0.813		Valid
	X2.3	0.779		Valid
	X3.1	0.755		Valid

	X3.2	0.817		Valid
	X3.3	0.782		Valid
	X4.1	0.811		Valid
	X4.2	0.779		Valid
	X4.3	0.805		Valid
	X5.1	0.779		Valid
	X5.2	0.760		Valid
	X5.3	0.798		Valid
Consumer Loyalty (Y)	Y1.1	0.787		Valid
	Y1.2	0.760		Valid
	Y2.1	0.740		Valid
	Y2.2	0.753	0.636	Valid
	Y3.1	0.817		Valid
	Y3.2	0.850		Valid
	Y4.1	0.812		Valid
	Y4.2	0.854		Valid
Consumer Satisfaction (Z)	Z1.1	0.765		Valid
	Z1.2	0.871	0.706	Valid
	Z2.1	0.862		Valid
	Z2.2	0.822		Valid
	Z3.1	0.817		Valid
	Z3.2	0.898		Valid

Source: SmartPLS4 Processing, 2025

The aforementioned table leads to the conclusion that each indicator from the variables Service Quality (X), Consumer Loyalty (Y), and Consumer Satisfaction (Z) In this study, it meets the criteria of convergent validity because it has a value of loading factor  $>0.7$  and AVE  $>0.5$ .

### Discriminant Validity Test

The cross loading value is used to test the value of discriminant validity. The value at which the construct correlation with each indicator is higher than the correlation with other constructs is known as the cross loading value. The purpose of this test is to assess the significance of both the variable and the correlation between it and other factors.

**Table 3. Discriminant Validity Test**

Indicator	Service Quality	Consumer Satisfaction	Consumer Loyalty
X1.1	<b>0.809</b>	0.582	0.512
X1.2	<b>0.853</b>	0.577	0.514
X1.3	<b>0.841</b>	0.522	0.572
X2.1	<b>0.852</b>	0.637	0.541
X2.2	<b>0.813</b>	0.617	0.425
X2.3	<b>0.779</b>	0.581	0.503
X3.1	<b>0.755</b>	0.571	0.464
X3.2	<b>0.817</b>	0.535	0.550
X3.3	<b>0.782</b>	0.516	0.541
X4.1	<b>0.811</b>	0.608	0.562
X4.2	<b>0.779</b>	0.712	0.557
X4.3	<b>0.805</b>	0.645	0.522
X5.1	<b>0.779</b>	0.628	0.531
X5.2	<b>0.760</b>	0.523	0.561
X5.3	<b>0.798</b>	0.622	0.567

Indicator	Service Quality	Consumer Satisfaction	Consumer Loyalty
Z1.1	0.574	<b>0.765</b>	0.511
Z1.2	0.595	<b>0.871</b>	0.605
Z2.1	0.617	<b>0.862</b>	0.654
Z2.2	0.682	<b>0.822</b>	0.569
Z3.1	0.584	<b>0.817</b>	0.616
Z3.2	0.665	<b>0.898</b>	0.655
Y1.1	0.666	0.715	<b>0.787</b>
Y1.2	0.531	0.633	<b>0.760</b>
Y2.1	0.439	0.451	<b>0.740</b>
Y2.2	0.382	0.425	<b>0.753</b>
Y3.1	0.545	0.548	<b>0.817</b>
Y3.2	0.562	0.596	<b>0.850</b>
Y4.1	0.483	0.593	<b>0.812</b>
Y4.2	0.569	0.597	<b>0.854</b>

Source: SmartPLS4 Processing, 2025

Based on the table, it shows that the validity of the discrimination Judging from the cross loading criteria, it is said to be valid because the correlation value between variable with every latent variable indication that is higher than the value of every indicator of the latent variable adjacent to it.

### Reliability Test

The purpose of reliability testing is to demonstrate the accuracy and consistency of measurement tools during testing. The reliability of each indicator is assessed based on two criteria: a construct is considered reliable for evaluating the outer model if its Cronbach's Alpha and Composite Reliability values are greater than 0.7.

**Table 4. Reliability Test**

Variabel	Cronbach's Alpha	Composite Reliability	Standard Reliable	Keterangan
Kualitas Pelayanan	0.960	0.964	0.7	<b>Reliable</b>
Kepuasan Konsumen	0.916	0.935	0,7	<b>Reliable</b>
Loyalitas Konsumen	0.918	0.933	0,7	<b>Reliable</b>

Source: SmartPLS4 Processing, 2025

Based on Cronbach's Alpha and Composite Reliability value table more than 0.7 which means that the constructs in this research model can It is said to be reliable.

### Coefficient Determination Test

The R-Square test is a test that looks at or shows how much one variable can explain another variable.

**Table 5. Coefficient Determination Test**

Variabel	R Square	R Square Adjusted
Kepuasan	0.544	0.539
Loyalitas	0.552	0.542

Source: SmartPLS4 Processing, 2025

Based on Table 5.20 above, the R-square value can be concluded that consumer satisfaction is 0.544. This indicates that the service quality variable can explain consumer satisfaction, which can

be categorized as 54.4% of the variable as moderate. Meanwhile, external factors outside this research account for 45.6%. On the other hand, the R-Square value for consumer loyalty reaches 0.552. This means that the combination of service quality and consumer satisfaction variables can explain 55.2% of the consumer loyalty variable, which is also categorized as moderate. The external factors that were not researched but have an influence account for 44.8%.

### Predictive Relevance Test

**Table 6. Predictive Relevance Test**

Variabel	$Q^2$ Predict
Kepuasan Konsumen	0.470
Loyalitas Konsumen	0.621

Source: SmartPLS4 Processing, 2025

Based on the table above, it is found that the model in the study it has predictive relevance because it displays the Q-Square value that obtained consumer loyalty of 0.470 and consumer satisfaction of 0.621 is greater than 0.

### Model Fit Test

**Table 7. Model Fit Test**

Variabel	Saturated Model	Estimated Model
SRMR	0.076	0.076
d_ ULS	2.057	2.507
d_ G	2.058	2.058
Chi-Square	957.322	957.322
NFI	0.688	0.688

Source: SmartPLS4 Processing, 2025

Based on the table above, shows that the research model approaches the good fit criteria because the Standardized Root Mean Square Residual (SRMR) value for the Model Estimation is 0.076, which is smaller than 0.08 according to the Rule of Thumbs.

### Hyphotesis

**Table 8. Hyphotesis**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P-Values
Service Quality-> Consumer Loyalty	0.282	0.283	0.118	2.388	0.017
Service Quality -> Consumer Satisfaction	0.737	0.737	0.053	13.812	0.000
Consumer Satisfaction -> Consumer Loyalty	0.510	0.508	0.107	4.740	0.000
Service Quality -> Consumer Satisfaction -> Consumer Loyalty	0.376	0.374	0.081	4.627	0.000

Source: SmartPLS4 Processing, 2025

Based on the results of the above test in the table above, each hypothesis's findings are as follows:

1. Quality service has a significant direct effect on consumer loyalty, with an original sample value of 0.282, a T-statistic value of 2.388 which is greater than 1.96, and a P-value of 0.017. Thus, the conclusion is that hypothesis 1 is accepted.

2. Quality service has a significant direct effect on consumer satisfaction, with an original sample value of 0.737, a T-statistic value of 13.812 greater than 1.96, and P-values of 0.000. Therefore, the conclusion is that hypothesis 2 is accepted.
3. Consumer satisfaction has a significant direct effect on consumer loyalty, with an original sample value of 0.510, a T-statistic value of 4.740 greater than 1.96, and P values of 0.000. Therefore, the conclusion is that Hypothesis 3 is accepted
4. Service quality has a significant indirect effect on consumer loyalty through consumer satisfaction as an intervening variable, with an original sample value of 0.376, a T-statistic value of 4.627 which is greater than 1.96, and a P-value of 0.000. Therefore, the conclusion is that Hypothesis 4 is accepted.

## DISCUSSION

### The Effect of Quality Service on Consumer Loyalty

The effect of service quality on consumer loyalty has an original sample value of 0.282, with a T-statistic value of 2.388 which is greater than 1.96, and a P-value of 0.017. It can be concluded that the influence of service quality on the loyalty of consumers at Capella Honda 88 workshop in Pekanbaru is significant.

The final result that has quality is referred to as consumer loyalty. Consumers can be formed from service quality that consistently meets high standards. Companies that can consistently and sustainably improve the quality of service to their consumer will gain positive perceptions from their consumers, which will encourage consumers to use the services offered by the company. This study aligns with Sugistiano and Ispriyahadi (2021) titled 'The Influence of Service Quality on Consumer Loyalty with consumer Satisfaction as an Intervening Variable,' which found that consumer loyalty can be formed from service quality that consistently meets good service standards. Companies that can consistently and continuously improve their service quality to their consumer will gain positive perceptions from their consumers, thus encouraging them to continue using the services offered by the company. The difference in this study is the research location.

Based on the researcher observations, Capella Honda 88 Workshop aims to build and maintain consumer loyalty by leveraging its high service quality, as it offers unique advantages not found in other workshops, thereby encouraging consumers to return and remain loyal to the business based on this service factor.

### The Effect of Quality Service on Consumer Satisfaction

The effect of service quality on consumer satisfaction, the original sample value is 0.737, with a T-statistic value of 13.812, greater than 1.96, and a P-value of 0.000. It can be concluded that the influence of service quality on consumer satisfaction at Capella Honda 88 workshop in Pekanbaru is significant.

When the needs and desires of consumers are fulfilled through the use or consumption of a product or service, their general attitude and sentiment are known as consumer satisfaction. Thus, the first step in ensuring consumer happiness through encouraging repeat business is to develop and provide goods and services that align with consumer preferences. This research is in line with ((Taufan & Ahsan, 2023) titled 'The Influence of Workshop Service Quality on Customer Loyalty Through Customer Satisfaction at Pt. Setiajaya Mobilindo – Setiajaya Toyota Depok,' which explains that service quality has a direct impact on customer satisfaction. This study differs from previous research, such as differences in research locations, dimensions in its variables, with previous research having a sample of 166, and this research involving 100 respondents, while the previous research used IBM SPSS v.22 as its analysis tool whereas this study uses SmartPLS 4.

Based on the results of the observations conducted by the researcher, consumer satisfaction is influenced by the quality of service at the Capella Honda 88 workshop in Pekanbaru. This is due to the consistent quality of service in performing work and serving consumer's, having adequate equipment, competent staff to optimally repair consumers motorcycles, serving consumer s quickly upon their arrival at the workshop, completing services promptly, and providing a warranty after servicing the motorcycles for their consumers. In addition to service in terms of repair, the Capella Honda 88 workshop in Pekanbaru is able to provide a positive experience for its consumer by offering a comfortable waiting area and providing drinks or snacks while consumer wait for their motorcycles to be serviced. Thus, consumer are satisfied with the quality of service provided by the Capella Honda 88 workshop in Pekanbaru.

### **The Effect of Consumer Satisfaction on Consumer Loyalty**

The effect of consumer satisfaction on consumer loyalty, the original sample value is 0.510, with a T-statistic value of 4.740 which is greater than 1.96, and a P-value of 0.000. It can be concluded that consumer satisfaction has a significant effect on consumer loyalty at the Capella Honda 88 workshop in Pekanbaru.

Consumer satisfaction is very important because it can increase the interest to return to use business services and encourage the development of consumer loyalty. This is in line with the research (Rahmatillah et al., 2022) titled "The Influence of Trust and Service Quality on Customer Loyalty Through Customer Satisfaction as an Intervening Variable in Hendra Motor Ngawi Workshop Services." Customer satisfaction has a significant impact on customer loyalty. This study differs from previous research in terms of the research location and the previous study used SPSS version 22, while this study uses SmartPLS 4.

Based on the observations made by the researcher, consumer satisfaction at Capella Honda 88 Workshop in Pekanbaru is already good, as consumer feel satisfied with the workmanship and comfort of the workshop. This indicates that Capella Honda 88 Workshop in Pekanbaru is able to meet consumer expectations, making consumer happy and wanting to return for more service. It can be said that these consumer are already loyal to Capella Honda 88 Workshop.

### **The Effect of Quality Service on Consumer Loyalty With Satisfaction Consumer as an Intervening Variable**

The effect of Quality Service on Consumer Loyalty With Satisfaction Consumer as an Intervening Variable, the original sample value is 0.376, with a T-statistic value of 4.627 which is greater than 1.96, and a P-value of 0.000. This shows that the influence of service quality on consumer loyalty indirectly through consumer satisfaction is greater than the direct influence of service quality on loyalty. It can be concluded that the influence of service quality on consumer loyalty through consumer satisfaction at Capella Honda 88 workshop in Pekanbaru is significant.

This research aligns with (Yudhanto et al., 2022) titled 'The Effect of Service Quality on Consumer Loyalty Through consumer satisfaction as an Intervening Variable (Study on Susuku Café Ungaran Consumers)' The influence of service quality on consumer loyalty through satisfaction is actually greater compared to its direct effect. This study differs from its predecessors in terms of research location and the previous research used the PSS 25.0 analysis tool while this research uses SmartPLS 4.

Based on observations made by the researcher, consumer satisfaction at the Capella Honda 88 workshop in Pekanbaru impacts consumer loyalty because the quality of service provided is very good, has advantages compared to other motorcycle workshops, and meets consumer expectations, resulting in consumer satisfaction. The more often and the more significant the consumers feel satisfied, the greater the possibility they will remain loyal to the Capella Honda 88 workshop.

## **CONCLUSION**

According to the results of research conducted on Capella Honda 88 Workshop Pekanbaru regarding "The Effect of Quality Service on Consumer Loyalty with Consumer Satisfaction as an Intervening Variable in PT. Capella Dinamik Nusantara (Capella Honda 88 Workshop Pekanbaru)" then the following conclusions can be drawn:

1. The quality of service has a significant direct effect on consumer loyalty at Capella Honda 88 Workshop Pekanbaru. This means that having a high quality of service that meets consumer expectations can influence consumers to be more loyal and return to the workshop.
2. The Service quality has a significant direct effect on consumer satisfaction at the Capella Honda 88 workshop in Pekanbaru. This means that service quality that meets consumer expectations can increase the level of consumer satisfaction with the products and services offered.
3. The Consumer satisfaction has a significant direct effect on consumer loyalty at Capella Honda 88 Workshop in Pekanbaru. This means that consumers who feel satisfied with the service experience they receive at Capella Honda 88 Workshop are more likely to continue choosing and returning to that workshop.
4. The quality of service has a significant indirect effect on consumer loyalty through consumer satisfaction at the Capella Honda 88 Workshop in Pekanbaru. This means that high-quality

service that meets consumer expectations can enhance consumer satisfaction, which will ultimately increase consumer loyalty.

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