



Influence of Marketing and Service Strategy on Loyalty: The Mediating Role of Customer Satisfaction at Uli Store, North Luwu

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How to Cite :

Wahid, A., M Anwar, S., Khaddapi, M., (2025). *Influence of Marketing and Service Strategies on Loyalty through Customer Satisfaction at ULI OLSHOP Store in North Luwu Regency. Bima Journal : Business, Management and Accounting Journal*, 6 (2) 1355-1368 . DOI: <https://doi.org/10.37638/bima.6.2.1355-1368>

ARTICLE HISTORY

Received [14 August 2025]

Revised [19 August 2025]

Accepted [24 December 2025]

KEYWORDS

Marketing; Service Strategy;
Loyalty; Mediating Role;
Customer Satisfaction

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ABSTRACT

Purpose: This study aims to determine the influence of marketing strategy and service quality on customer loyalty, with customer satisfaction as a mediating variable at the Uli Olshop Store, North Luwu Regency. **Methodology:** A quantitative approach was used, involving 100 respondents who were customers of Toko Uli Olshop. Hypothesis testing in this study used the Structural Equation Model (SEM) method with the SmartPls4 application. **Results:** The study found that marketing strategy has a positive and significant effect on customer loyalty at Uli Olshop. Service has a positive and significant effect on customer satisfaction at Uli Olshop. Marketing strategy has a positive and significant effect on customer loyalty through customer satisfaction at Uli Olshop. Service has a positive and significant effect on customer loyalty through customer satisfaction at Uli Olshop. **Findings:** Service quality is the dominant factor that influences customer satisfaction, while marketing strategies are more effective in directly influencing loyalty than customer satisfaction. **Novelty:** This study integrates customer satisfaction as a mediating variable to examine the relationship between marketing strategy, service quality, and customer loyalty in the context of local online stores, which is rarely studied in small businesses in rural areas. **Originality:** This study examines the specific case of local e-commerce in North Luwu Regency, providing empirical evidence for the literature on digital marketing and service quality in regional markets. **Conclusion:** Improving service quality should be a priority to increase customer satisfaction and loyalty, while effective marketing strategies need to be maintained to directly strengthen loyalty. **Type of Paper:** Empirical Research Article

INTRODUCTION

Business competition in the e-commerce sector in this digital era is increasingly fierce. Online stores like Toko Uli Olshop in North Luwu Regency confront the challenge of customer retention in a highly competitive environment. Rapid developments in information technology have made it easy for consumers to access a wide range of products and services, so effective marketing strategies and excellent service quality are essential to create customer satisfaction and loyalty.

The current phenomenon is low customer loyalty in e-commerce despite consistent product quality. This is due to the abundance of online store alternatives, reliance on social media for

marketing, and increasing customer expectations for service. Customers now not only buy but also seek a satisfying and memorable shopping experience.

Relationship Marketing Theory explains a phenomenon that emphasizes the importance of long-term relationships between companies and customers, built on satisfaction and trust. Appropriate marketing strategies and quality service are the main foundations in building these relationships, which then generate loyalty. Berry (1983) was the first major figure to introduce the concept of relationship marketing. He explained that relationship marketing focuses on attracting, retaining, and enhancing customer relationships. This concept was further developed by Morgan and Hunt (1994) through the Commitment-Trust Theory of Relationship Marketing, which emphasizes that trust and commitment are two key variables in building and maintaining long-term relationships between customers and companies.

The expert opinion above is supported by the results of research conducted by (Aprileny, Rochim, et al., 2022). which shows that marketing strategies have a direct effect on customer loyalty, with satisfaction as a mediating variable. Thus, the more appropriate the marketing strategies used, such as digital promotions, competitive pricing, and active customer interaction, the higher the satisfaction and loyalty of customers toward a product or service.

Meanwhile, research by (Khaddapi et al., 2022) on the pet services industry found that service quality has a significant influence on customer loyalty and repeat purchase intent, while customer satisfaction alone is not strong enough if not supported by excellent service. This means that customers will remain loyal and make repeat purchases when they experience reliable service that meets their expectations, not just because they are satisfied. Muammar Khaddapi*, Burhanuddin*¹, Sapar*, Salju*, and Muhammad Ris* (Khaddapi et al., 2022).

Thus, it can be concluded that the phenomenon faced by Toko Uli Olshop reflects the general reality in online business today, namely uncertainty in maintaining customer loyalty despite the implementation of marketing and service strategies. This indicates a gap between the implementation of business strategies and the expected results in the form of customer loyalty, which needs to be further investigated through an empirical approach.

Marketing Strategy

According to (Pereira et al., 2025) in (Wahyusari et al., 2022). strategy is a management process to achieve a specific company goal, not just a conceptual map, but also an indication of operational tactics so that the products marketed can be accepted and liked by the market. According to, marketing is an organizational function and a series of processes to create, communicate, and deliver value to customers and to manage customer relationships in a way that benefits the organization and its stakeholders. Therefore, marketing strategy is the process by which a company decides which customers to serve (segmentation and targeting) and how to serve them. According to (Rendelangi et al., 2023), the indicators of marketing strategy are market selection, product planning, and pricing.

Quality of Service

Service quality is how consumers evaluate the quality of service they receive, starting with the process and results of delivery, to determine whether it meets their expectations. Ultimately, these findings will be reflected in consumer satisfaction, as consumers' perceptions will vary according to their desires. According to (Aprileny, Rochim, et al., 2022), service quality is the totality of the characteristics and attributes of a product or service based on its ability to satisfy or meet needs indirectly. There are five key indicators that can be used to measure service quality according to (Wahyudin, 2021) namely, tangible evidence (tangibles), reliability (reliability), responsiveness (responsiveness), assurance (assurance), and empathy (empathy).

Customer Satisfaction

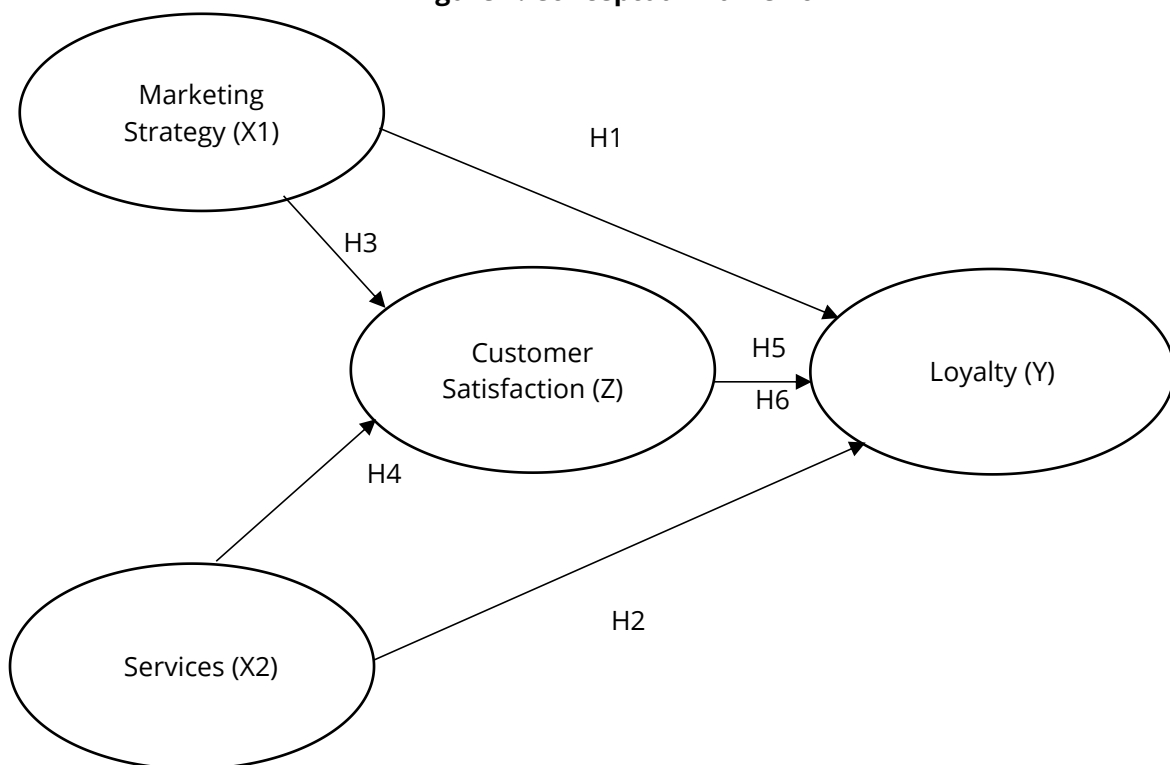
(Yonata et al., 2020) define customer satisfaction as a feeling of pleasure after comparing purchasing behavior and perceived service with customer expectations. Satisfied customers also (Wahyono & Nurjanah, 2020) tend to give good references about the product or service to others. Meanwhile, according to. customer satisfaction is defined as the feeling of pleasure that arises when

the quality of a product, service, price, and other aspects meet or exceed consumer expectations. The indicators used are product quality, which is how well the product meets customer needs; service quality, which is the comfort and friendliness of the staff; emotional satisfaction, which is psychological satisfaction (pride in using the product); price, which is the perceived proportion of quality and price; location, which is the ease of reaching and purchasing the product; and cost, which is the absence of hidden costs and a smooth transaction process.

Customer Loyalty

Customer loyalty is one of the core objectives pursued in modern marketing. Companies expect loyalty to yield long-term benefits through mutualistic relationships established over time. Customer loyalty refers to a customer's commitment to a brand, store, or supplier, which is based on highly positive attitudes and is reflected in consistent repeat purchases (Ulfa & Mayliza, 2019) as cited in (Putri et al., 2021) According to (Pratama et al., 2023) in (Dharmawan, R.H., 2014) the indicators of customer loyalty are repeat (loyalty to purchasing products), retention (resistance to negative influences regarding the company), and referrals (total resistance to the company).

Figure 1. Conceptual Framework



Research Hypothesis

Marketing Strategy and Loyalty

A well-designed marketing strategy is one of the main factors driving customer loyalty in online retail businesses. The implementation of effective marketing strategies such as attractive promotional campaigns, competitive pricing, personalized offers, and consistent communication can strengthen the relationship between the brand and its customers. The more the marketing strategy aligns with the needs and expectations of customers, the more likely they are to remain loyal.

Research by (Tamanna, 2020). confirms that a strong marketing mix can increase brand attachment, which ultimately drives repeat purchases and forms long-term relationships with customers. Similar findings by (Xing et al., 2022). show that marketing strategies tailored to

customer preferences can significantly increase retention rates, particularly in highly competitive e-commerce markets.

On the scale of an online store such as Toko Uli Olshop, marketing efforts through social media engagement, seasonal discounts, and special offers for members play an important role in building customer commitment. Additionally, previous research (Wahyono & Nurjanah, 2020). found that consistent marketing communication not only attracts new customers but also strengthens positive perceptions among existing customers, thereby fostering loyalty. Clear and persuasive product information on digital platforms can enhance trust and encourage repeat transactions.

H1. Marketing strategies have a positive and significant effect on customer loyalty at Toko Uli Olshop.

Services and Loyalty

Service quality is one of the key factors that determine customer loyalty, especially in the context of online retail businesses. Good service, from response speed and friendliness to accurate delivery and effective complaint resolution, can create a positive experience for customers. The higher the quality of service provided, the greater the likelihood that customers will return to make purchases and establish long-term relationships with the company.

Research by (Akunja, 2020). shows that consistent service quality can build satisfaction and trust and ultimately increase customer loyalty. This is reinforced by the findings of (Pereira et al., 2025). who state that service that exceeds customer expectations not only encourages repeat purchases but also prompts customers to recommend the product or service to others.

In the context of Toko Uli Olshop, service aspects such as responsive communication through social media, ease of ordering, timely delivery, and professional complaint handling are key determinants of positive customer perceptions. (Rane et al., 2023). research also confirms that providing good service fosters strong customer commitment, leading customers to remain loyal even in the presence of many competitors in the online market.

H2. Service has a positive and significant effect on customer loyalty at Toko Uli Olshop.

Marketing Strategy and Customer Satisfaction

The right marketing strategy not only serves to attract potential customers but also plays a role in shaping customer satisfaction. Effective marketing strategies—such as relevant promotions, appropriate pricing, clear product information, and consistent communication—can create a positive perception that makes customers feel their needs are being met. (Karim et al., 2024).

emphasize that marketing strategies designed based on a profound understanding of customer needs and desires can significantly increase customer satisfaction. This is in line with (Elsiana & Maradona, 2024). research, which found that a marketing mix that is in line with consumer preferences will build a positive experience and a sense of comfort in transactions.

In the context of Toko Uli Olshop, the implementation of marketing strategies such as special promotions for existing customers, loyalty programs, and product offerings tailored to shopping trends can enhance customers' perception that the store understands and values their needs. According to (Pescador Prieto, 2022). consistent and targeted marketing strategies influence purchasing behavior and shape emotional satisfaction, which forms the foundation for long-term relationships between customers and service providers.

H3. Marketing strategies have a positive and significant effect on customer satisfaction at Uli Olshop.

Services and Customer Satisfaction

Service quality is one of the main factors that influence customer satisfaction levels. Quality services such as response speed, friendliness, delivery accuracy, and the ability to handle complaints effectively can provide a positive experience for customers. The better the service provided, the higher the level of satisfaction felt by customers. (Anh et al., 2023)

state that services that meet or even exceed customer expectations can significantly increase satisfaction, which in turn strengthens loyalty. This finding is reinforced by (Zhang et al., 2024). who emphasize that customer satisfaction is greatly influenced by direct interaction with service providers, where service quality is key to shaping positive perceptions.

In the context of Toko Uli Olshop, service aspects such as fast communication through social media, clarity of product information, ease of transaction processes, as well as accuracy and security of delivery are important indicators of customer satisfaction. (Zhang et al., 2024). adds that responsive and friendly service can build comfort in transactions so that customers feel valued and their needs are well met.

H4. Service has a positive and significant effect on customer satisfaction at Uli Olshop.

Customer Satisfaction and Loyalty

Customer satisfaction often acts as a mediating variable linking marketing strategies to customer loyalty. The right marketing strategy can build satisfaction through relevant product offerings, competitive pricing, attractive promotions, and effective communication. When customers feel that the marketing strategy implemented is in line with their needs and preferences, they tend to feel satisfied, and this satisfaction will encourage repeat purchases and long-term engagement. (Martin & Nasib, 2021).

explain that successful marketing strategies that create added value for customers will increase satisfaction, which ultimately triggers loyalty. (Kumar & Samtani, 2021). research also emphasizes that positive experiences formed from the right marketing strategies can strengthen emotional connections with brands so that customers remain loyal even when there are many competing options.

In the context of Toko Uli Olshop, marketing strategies such as special offers for loyal customers, seasonal promotions, and loyalty programs can create satisfaction that leads to increased loyalty. This aligns with (Wahyudin, 2021). findings, which state that satisfaction acts as a crucial bridge between marketing strategies and loyalty, as satisfied customers are more likely to make repeat purchases and recommend the store to others.

H5. Marketing strategies have a positive and significant effect on customer loyalty through customer satisfaction at Toko Uli Olshop.

Services, Loyalty, and Customer Satisfaction

Customer satisfaction plays an important role as a mediating variable that connects service quality with customer loyalty. Excellent service includes speed of response, friendliness, clarity of information, accuracy of delivery, and effective complaint handling, which can create a positive experience that increases customer satisfaction. Customers who are satisfied with the service they receive will tend to continue shopping at the same store and build long-term relationships with service providers.

(He et al., 2022). emphasize that satisfaction derived from quality service will strengthen customers' intention to make repeat purchases and provide positive recommendations. Research by (Asekome, 2020). also highlights that direct interaction between customers and service providers is a crucial moment that influences perceptions, where service that exceeds expectations creates strong loyalty.

In the context of Toko Uli Olshop, fast and responsive service through social media, easy transaction processes, and timely delivery can increase customer satisfaction. According to, high satisfaction due to satisfactory service will be the main driving factor in building loyalty, because customers feel that their needs are well met and they obtain more value from the transaction experience.

H6. Service has a positive and significant effect on customer loyalty through customer satisfaction at Uli Olshop.

METHOD

Metode Analisis

This study uses a quantitative approach with the aim of testing the relationship between variables. The research was conducted in North Luwu Regency over a period of three months. The study took three months, starting with preparation, questionnaire development, data processing,

and research results compilation. The measurement items used in this study employed a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Data were collected through the distribution of electronic questionnaires using Google Forms. These questionnaires were distributed via various social media platforms such as WhatsApp, Instagram, and Facebook.

Population is an object or subject with certain attributes and characteristics selected by researchers to be studied and from which conclusions can be drawn (Sugiyono, 2012). The criteria for this study include customers who make purchases and visit the Uli Olshop store, as the population consists of all respondents who are customers of this store; therefore, sampling was conducted for the research.

A sample represents a subset of a population defined by specific quantities and characteristics. The number of samples to be used in research is determined using the following formula, with a large and unknown population size (Istiyawari et al., 2021)

$$n = \frac{z^2}{4 (Moe)^2} = \dots\dots\dots(3.1)$$

$$n = \frac{(196)^2}{4(10\%)^2}$$

Explanation:

N = Number of samples.

Z = the level of confidence required in determining the sample. 95%

Moe = Margin of error, which is the maximum tolerable error rate of 10%.

These calculations yield a result of 96.04, rounded up to 100. Therefore, in this study, the sample used consists of 100 people. Hypothesis testing in this study uses the Structural Equation Model (SEM) method with the SmartPls4 application.

RESULTS AND DISCUSSION

RESULTS

Validity Test

Convergent validity relates to the principle that measures of the manifest variables of a construct should have high correlations. Convergent validity is tested by examining factor loadings and comparing them with the rule of thumb > 0.60. The validity test used in this study to evaluate the validity level of the SEM model is convergent validity.

For convergent validity, the factor loading values for each construct were obtained. For the Social Media value, there are three indicators: marketing strategy X1.1 = 0.643, X1.2 = 0.697, X1.3 = 0.744, X1.4 = 0.750, X1.5 = 0.743, and X1.6 = 0.694; service X2.1 = 0.682, X2.2 = 0.769, X2.3 = 0.742, X2.4 = 0.768, X2.5 = 0.754, and X2.6 = 0.677, Customer Satisfaction Z.2 = 0.696, Z.8 = 0.736, Z.10 = 0.764, and Z.12 = 0.753. For loyalty, Y.1 = 0.896 and Y.2 = 0.894, where the factor loading values for the entire construct are > 0.60, thus all items are considered valid (Sarstedt et al., 2020)

Reliability Test

Reliability testing is a measure of how consistent an indicator is in measuring its variables. The values used to determine the reliability level of the SEM model are Composite Reliability > 0.70, Cronbach Alpha > 0.70, and Average Variance Extracted (AVE) > 0.50. The purpose of this type of reliability is to determine the internal reliability level of the variable indicators.

Table 1. Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Marketing Strategy (X1)	0.808	0.816	0.861	0.508
Services (X2)	0.827	0.832	0.874	0.537

Customer Satisfaction (Z)	0.725	0.723	0.827	0.544
Loyalty (Y)	0.752	0.752	0.890	0.801

The composite reliability output results for the marketing strategy construct are 0.861, service 0.874, customer satisfaction 0.827, and loyalty 0.890. All composite reliability values are above 0.70, so all variables have good reliability or are in the reliable category (Sarstedt et al., 2020). Additionally, Cronbach's alpha indicates that the values for marketing strategy = 0.808, service = 0.827, customer satisfaction = 0.725, and loyalty = 0.752. Since each value exceeds 0.70, it can be concluded that the values meet the Cronbach's alpha requirement. Furthermore, the AVE values for the marketing strategy construct are 0.508, service = 0.537, customer satisfaction = 0.544, and loyalty = 0.801.

R Square value

R-squared is a value that indicates how much influence the independent variables have on the dependent variable, with a range of 0 to 1. It describes the extent to which the independent variables collectively influence the value of the dependent variable in a statistical model.

S-

Table 2. R Square

	R-square	R-square adjusted
Customer Satisfaction (Z)	0.241	0.239
Loyalty (Y)	0.379	0.375

Based on the output of the analysis using the PLS-SEM method, the square r value for customer satisfaction was 0.241 and the loyalty variable was 0.379. In conclusion, the R square value for the customer satisfaction variable is 0.241, which means that the customer satisfaction variable can be explained by the marketing strategy and service variables by 24%, which is classified as moderate. The R Square value for the loyalty variable is 0.379, which means that the marketing strategy and service variables can be explained by the loyalty variable by 37%, which is also classified as moderate.

Path Coefficients, Specific Indirect Effect and Total Effect

Path coefficients are important numbers that indicate the direction and strength of relationships between variables in a study. The range of path coefficient values is from -1 to 1. When the value is between 0 and 1, it indicates a positive relationship between variables. Meanwhile, when the value is between -1 and 0, it indicates a negative relationship between the variables. A specific indirect effect is an analysis used to test the hypothesis of the indirect influence of one variable on another, calculated using bootstrapping. Bootstrapping is used to assess the significance level or probability of indirect and total effects. The total effect is the result of various direct and indirect relationships.

Table 3. Path Coefficients, Specific Indirect Effects, and Total Effects

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Results
Path Coefficients						
Marketing Strategy -> Loyalty	0.255	0.257	0.044	5.815	0.000	Accepted
Service -> Loyalty	0.501	0.502	0.052	9.552	0.000	Accepted
Marketing Strategy -> Customer Quality	0.156	0.158	0.053	2.944	0.000	Accepted
Service -> Customer quality	0.441	0.441	0.042	10.463	0.000	Accepted
Indirect Effect						
Marketing Strategy -> Customer Quality -> Loyalty	0.067	0.070	0.024	2.823	0.000	Accepted
Service -> Quality Customers -> Loyalty	0.221	0.221	0.032	6.970	0.000	Accepted
Total Effect						
Marketing Strategy-> Loyalty	0.324	0.326	0.045	7.270	0.000	Accepted
Service -> Loyalty	0.156	0.158	0.053	2.944	0.000	Accepted

Based on the output path coefficients above, it can be concluded that marketing strategy influences loyalty as indicated by the parameter coefficient value of 0.255. The significant value is 0.000, which is smaller than the alpha level of 5%. This conclusion is indicated by the T-statistic value of 5.815, which is greater than 1.984 (t-table). Therefore, the first hypothesis can be accepted. Furthermore, service quality influences loyalty, as indicated by the parameter coefficient value of 0.501. The significance level is 0.000, which is less than the 5% alpha level, as shown by the T-statistic value of 9.522, which is greater than 1.984 (t-table). Therefore, the second hypothesis is accepted. Furthermore, marketing strategy influences marketing strategy, as indicated by the parameter coefficient value of 0.156. The significant value of 0.000 is less than the alpha level of 5%, as indicated by the T-statistic value of 2.944, which is greater than 1.984 (t-table). Therefore, the third hypothesis is accepted. And service influences customer satisfaction, as indicated by the parameter coefficient value of 0.411. The significant value of 0.000 is less than the alpha level of 5%, as indicated by the T-statistic value of 10.463, which means that the fourth hypothesis is accepted.

Meanwhile, the specific indirect effect output results can be concluded that the indirect influence of marketing strategy on loyalty is mediated by customer satisfaction, as indicated by a parameter coefficient value of 0.067. The significant value of 0.000 is less than the alpha level of 5%, indicating that the T-statistic value of 2.823 is greater than 1.984 (t-table), thus accepting the fifth hypothesis. Furthermore, service mediates the relationship between marketing strategy and loyalty, as indicated by the parameter coefficient value of 0.221. The significance level is 0.000, which is less than the alpha level of 5%. This result indicates that the sixth hypothesis is accepted, as the T-statistic value of 6.970 is greater than 1.984 (t-table).

From the total effect output results, it can be concluded that the total direct and indirect effects of marketing strategies on loyalty are indicated by a parameter coefficient value of 0.324. The significant value of 0.000 is less than the alpha level of 5%, as indicated by a T-statistic value of 7.270, which is greater than 1.984 (t-table). This means that the total effect results are accepted. The service influence on loyalty is indicated by a parameter coefficient value of 0.156. The significance level is 0.000, which is less than the 5% alpha level. This conclusion is demonstrated by the T-statistic value of 2.944, which is greater than 1.984 (t-table). Therefore, the total influence results are accepted.

DISCUSSION

The Influence of Marketing Strategies on Loyalty

Based on the research results, it can be seen that $0.000 < 0.50$ and the t count is $5.185 >$ the t table 1.984, which means that the marketing strategy has a significant effect on loyalty directly. These results indicate that the marketing strategy implemented by Toko Uli Olshop is effective in building and strengthening customer loyalty. The more effective the marketing strategy is in terms of promotion, distribution, pricing, and product development, the higher the likelihood that customers will remain loyal and make repeat purchases.

This finding is consistent with relational marketing theory, which emphasizes the importance of building long-term relationships with customers through targeted marketing strategies. A structured and customer-centric marketing strategy can create positive perceptions, enhance satisfaction, and ultimately drive loyalty. Thus, the results of this study confirm that marketing strategy is a crucial factor in directly creating customer loyalty and should be a key consideration in the formulation of future marketing policies. In line with previous studies, namely (Sumadi et al., 2021), it was stated that marketing strategies have a significant influence on loyalty.

The Influence of Service on Loyalty

Based on the research results, it can be seen that $0.000 < 0.50$ and the t count $9.522 >$ t table 1.984, which means that service has a significant direct effect on loyalty. These results indicate that the quality of service provided by the company plays an important role in shaping customer loyalty. Good service includes speed, accuracy, friendliness, and the ability of employees to respond to customer needs, which creates a satisfying experience, thereby encouraging customers to remain loyal and not switch to competitors.

These results support the service quality theory, which states that service dimensions such as reliability, responsiveness, assurance, empathy, and tangibles greatly influence customer perceptions and determine their loyalty levels. When customers feel valued and well served, emotional bonds are created that strengthen long-term loyalty. Therefore, it can be concluded that improving service quality is an effective strategy for maintaining customer loyalty and should be a priority in a company's operational and managerial policies. In line with previous studies, namely (Aprileny, Rizki, et al., 2022), it was stated that service has a significant relationship with loyalty.

The Influence of Marketing Strategies on Customer Quality

Based on the research results, it can be seen that $0.000 < 0.50$ and t count 2.944, $>$ t table 1.984, which means that the marketing strategy has a significant effect on customer satisfaction directly. These results indicate that the marketing strategies implemented by Toko Uli Olshop, such as targeted promotions, competitive pricing, products that meet customer needs, and efficient distribution, directly contribute to increased customer satisfaction. When customers perceive that the marketing strategies employed by Toko Uli Olshop are able to meet their expectations and preferences, their satisfaction levels also increase.

This finding is in line with the concept in modern marketing that emphasizes the importance of customer orientation. A well-planned marketing strategy that focuses on added value for customers will increase positive perceptions of products or services, thereby creating a satisfying

experience. Therefore, Toko Uli Olshop needs to continue to develop and adapt its marketing strategy to the needs of a dynamic market to maintain and improve customer satisfaction on an ongoing basis. Previous research by (Wahyusari et al., 2022), states that marketing strategies have a positive and significant influence on customer satisfaction.

The Influence of Service on Customer Satisfaction

Based on the research results, it can be seen that $0.000 < 0.50$ and the t-statistic $10.463 > t$ -table 1.984 , which means that service has a significant effect on customer satisfaction directly. This indicates that the better the quality of service provided, the higher the level of customer satisfaction. Service quality encompasses important aspects such as service speed, staff friendliness, accurate information, comfort, and the ability to effectively resolve customer complaints.

The service quality theory, which asserts that a customer's perception of the service they receive greatly influences their satisfaction, finds support in this study. Service dimensions such as reliability, responsiveness, assurance, empathy, and tangibles have been proven to be key factors in shaping a satisfying customer experience. Therefore, companies need to prioritize service as a core focus in their business operations, as superior service not only enhances customer satisfaction but also contributes to long-term loyalty and a positive brand reputation in the eyes of consumers. This aligns with previous research by (Tooy et al., 2023), who found that service has a significant relationship with customer satisfaction.

The Influence of Marketing Strategies on Loyalty Through Customer Satisfaction

Based on the research results, it can be seen that $0.000 < 0.50$ and the t-statistic $2.823 > t$ -table 1.984 , which means that the marketing strategy has a significant effect on loyalty through customer satisfaction indirectly. These results indicate that marketing strategies not only have a direct impact on customer decisions or behavior but also shape customer satisfaction levels, which in turn drive the formation of loyalty. In other words, customer satisfaction acts as an important channel bridging the relationship between marketing strategies and loyalty. When marketing strategies such as relevant promotions, competitive pricing, product value delivery, and ease of access are implemented effectively, customers are more likely to feel satisfied because their needs are well met. This satisfaction, in turn, increases the likelihood of customers remaining loyal, making repeat purchases, and recommending the product or service to others.

This finding is in line with the customer satisfaction loyalty linkage model, which states that satisfaction is a key prerequisite for building long-term loyalty. Therefore, Toko Uli Olshop must not only focus on improving its marketing strategies but also ensure that they provide a satisfying experience for customers. Thus, effective and customer-satisfaction-oriented marketing strategies have proven capable of fostering sustainable loyalty while strengthening Toko Uli Olshop's position in the face of competitive market competition. This aligns with previous research by (Faza, 2024) which highlighted that marketing strategies have a significant relationship with increased sales of SME products.

The Influence of Service on Loyalty Through Customer Satisfaction

Based on the research results, it can be seen that $0.000 < 0.50$ and the t-statistic $2.944 > t$ -table 1.984 , which means that service has a significant effect on loyalty through customer satisfaction indirectly. This finding explains that the quality of service provided by Toko Uli Olshop not only has a direct impact on customer satisfaction but also indirectly shapes loyalty through increased satisfaction. When customers experience friendly, fast, accurate service that meets their expectations, the resulting satisfaction motivates them to remain loyal to the products or services offered.

From a theoretical perspective, these results are consistent with the mediation model in consumer behavior, which states that satisfaction variables play an important role in bridging the relationship between stimuli (service) and final responses (loyalty). This means that although service

is the main stimulus, its influence on loyalty will be stronger if it first forms a perception of satisfaction in the minds of customers. Strategically, the study suggests that to create sustainable customer loyalty, Toko Uli Olshop must first ensure that the service provided is capable of creating a pleasant and satisfying experience for customers. Without satisfaction, even satisfactory service will not optimally foster loyalty. Therefore, companies need to continuously improve service dimensions such as empathy, reliability, responsiveness, assurance, and physical evidence as part of their core strategy to create satisfaction that ultimately impacts customer loyalty in the long term. This aligns with previous research by (Istiyawari et al., 2021) which highlighted that service has a significant relationship with customer satisfaction.

CONCLUSION

From the results of the study, marketing strategies have a significant influence on loyalty, service has a significant influence on loyalty, marketing strategies have a significant influence on customer satisfaction, service has a significant influence on customer satisfaction, marketing strategies have a significant influence on loyalty through customer satisfaction, and service has a significant influence on loyalty through customer satisfaction. Due to the increasingly intense competition in the e-commerce sector in the digital era, online stores such as Toko Uli Olshop in Luwu Utara Regency face the challenge of retaining customers in a highly competitive environment. The rapid development of information technology has made it easier for consumers to access various product and service options, making effective marketing strategies and excellent service quality crucial for creating customer satisfaction and loyalty.

Based on research findings, Toko Uli Olshop can increase customer loyalty by providing responsive, friendly, and fast service through communication media such as WhatsApp or social media platforms; implementing attractive and targeted promotional strategies such as discounts, flash sales, or bundled packages tailored to customer preferences based on previous purchase data; ensuring a comfortable shopping experience with a neat product catalog display, easy-to-use navigation, and various payment methods; creating a loyalty program that awards points for every purchase, which can be redeemed for discounts or gifts to increase satisfaction and make customers feel valued; encouraging customers to provide reviews or testimonials to build trust and obtain constructive feedback for service improvement; and utilizing purchase history data to understand customer needs and preferences so that appropriate products can be offered. This integrated strategy, which combines effective marketing and quality service, can enhance customer loyalty with customer satisfaction as the primary mediator.

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