

The Influence of Service Quality, Customer Trust and Word of Mouth on Customer Loyalty at Ana Motor Badung Workshop

Ni Putu Sri Rahayu Rismayani¹, I Nengah Suardhika², I Gede Rihayana³

Universitas Mahasaraswati Denpasar^{1, 2, 3}

Kamboja Street No. 11 Denpasar, Bali

Correspondence Email: rahayurismayn@gmail.com

ORCID ID: 0009-0007-5913-2541

ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Rismayani, N. P. S. R., Suardhika, I. N., Rihayana, I. G. (2023). The Influence of Service Quality, Customer Trust and Word of Mouth on Customer Loyalty at Ana Motor Badung Workshop. *Journal of International Conference Proceedings*, 6(7), 239-252.

DOI:

<https://doi.org/10.32535/jicp.v6i7.2822>

Copyright © 2023 owned by Author(s).
Published by JICP



This is an open-access article.
License: Attribution-Noncommercial-Share Alike (CC BY-NC-SA)

Received: 30 October 2023

Accepted: 28 November 2023

Published: 30 December 2023

ABSTRACT

Given the increasingly fierce level of competition and also the things that need to be strengthened so that customers remain loyal to using workshop services, therefore, it is important to conduct further studies that need to be considered by the Ana Motor workshop regarding how efforts should be made to increase customer loyalty in using workshop services. As a result, the purpose of this research is to investigate the impact of service quality, customer trust, and word of mouth on customer loyalty at the Ana Motor workshop. This research was conducted in Badung regency which is located at the Ana Motor Badung workshop. The method of collecting data through distributing questionnaires to 96 respondents for customers who have used repair services at the Ana Motor workshop at least 3 times. The sampling defined by Cochran was employed in this study, and the sampling method used was purposive sampling. For this study, multiple linear analysis techniques are used, which are conducted using the SPSS 25.0 application for Windows. The results of the analysis show that service quality, customer trust, and word of mouth has a positive and significant effect on customer loyalty at the Ana Motor Badung workshop.

Keywords: Customer Loyalty, Customer Trust, Service Quality, Word of Mouth

INTRODUCTION

World competition is growing increasingly fierce in the era of globalization. There is competition among business actors to meet consumer needs and provide them with the highest satisfaction in increasing customer loyalty. According to Buchari (2007: 130), marketing management is the practice of improving the efficiency and effectiveness of marketing operations conducted by individuals or businesses. Customer preference for the value provided over alternative services from competing organizations is related to customer loyalty (Arif & Syahputri, 2021). The quality of service and the prices supplied differ as well, requiring the workshop's owner or manager to devise a plan in order to compete and outperform its competitors' workshops. Similarly, the Ana Motor Badung workshop is a firm that provides services, particularly in the field of repair. Unlike other repair shops that repair and maintain automobiles, Ana Motor repair shop is a workshop company that concentrates on fixing the vehicle's primary engine. Quality of service and consumer confidence are essential aspects in Ana Motor workshop consumer evaluation. In 2022 the number of customer visits to the Ana Motor workshop will range from 20-50 people every day. The following is data on the number of customers who come to the Ana Motor workshop.

Table 1. Data on the Number of Consumers at the Ana Motor Badung Workshop for 2022 -2023

| Month | Number of Customers | Percentage (%) |
|----------------|---------------------|----------------|
| January 2022 | 925 | 0,00 |
| February 2022 | 812 | (12,22) |
| March 2022 | 694 | (14,53) |
| April 2022 | 860 | 23,92 |
| May 2022 | 989 | 15,00 |
| June 2022 | 752 | (23,96) |
| July 2022 | 920 | 22,34 |
| August 2022 | 992 | 7,83 |
| September 2022 | 899 | (9,38) |
| Oktober 2022 | 976 | 8,57 |
| November 2022 | 996 | 2,05 |
| December 2022 | 1.419 | 42,47 |
| Januari 2023 | 674 | (52,50) |
| February 2023 | 947 | 40,50 |
| March 2023 | 933 | (1,48) |
| April 2023 | 928 | (0,54) |
| May 2023 | 714 | (23,06) |
| June 2023 | 855 | 19,75 |
| July 2023 | 1.215 | 42,11 |
| August 2023 | 913 | (24,86) |
| TOTAL | 18.413 | 86,86 |

Through this data, the tendency for customers using confirmed repair shop services to fluctuate and tends to decrease throughout 2022 to 2023. The number of consumers decreased significantly in 2023, where in January there was a decrease of 52.50% with the number of consumers being 674 people. The data shows that the highest number of consumers was in December 2022 with 1,419 people. Given the increasingly fierce level of competition and also things that need to be strengthened so that customers remain loyal to using workshop services. Therefore, it is important to conduct further studies that need to be considered by the Ana Motor workshop regarding how efforts should be made to increase customer loyalty in using workshop services. As a result, Ana Motor workshop should focus on the aspects that influence customer loyalty.

One factor in increasing customer loyalty is service quality. Service quality is the desired level of excellence of a service offered relative to price movements or expectations felt by consumers which is proportional to the company's ability to control price movements (Aryandi & Onsardi, 2020). The degree to which the services offered satisfy client expectations and demands is a typical way to define service quality in the service industry (Singh et. al., 2021). Based on the results of observations and interviews with consumers who carry out repairs at the Ana Motor repair shop, there are phenomena that occur which give rise to research problems in this research, namely as follows.

Table 2. Consumer Complaints at Ana Motor Badung Workshop March-June 2023

| No. | Complain | Total |
|--------------|--|-----------|
| 1 | The service provided is quite long | 6 |
| 2 | the service provided is less than satisfactory | 3 |
| 3 | Employees lack discipline at work | 5 |
| 4 | The available spare parts are incomplete | 3 |
| 5 | the goods received are wrong or exchanged | 8 |
| 6 | employees who are less responsive to consumer complaints | 6 |
| Total | | 31 |

According to this data, there were several customers complaints regarding the Ana Motor workshop from March to June 2023. Several earlier studies revealed that service quality has a positive and significant influence on customer loyalty, including Agistia & Nurcaya (2019), Sari, et al. (2021), Juniantari, et al. (2020), Nugraha (2020), Ernawati (2019), Pratama (2022), Febriyanti et al. (2018), and Putri & Utomo (2017). Meanwhile, Astuti (2020) discovered that service quality had a negative and insignificant effect on loyalty, which was confirmed by research by Kudri (2020) and Hidayah (2019).

Bastian and Widodo, (2022), trust is critical for business actors to establish customer loyalty and enhance revenue. Ana Motor workshop is thought to have delivered services at reasonable pricing and with service quality that exceeds consumer expectations. Several prior research studies have revealed that consumer trust has a positive and significant influence on customer loyalty, including Sebayang & Situmorang (2019), Kurniawan and Monica (2022), Pratama (2022), Amalia & Jalaluddin (2021), Gultom (2020), Supertini et al. (2020), and Ernawati (2019). However, earlier study by Hidayah (2019), Astuti (2020), and Murhadi and Reski (2022) shows that trust has insignificant on loyalty at the same time.

Munandar and Erdkhadifa (2023), several variables impact consumer loyalty, including personal communication channels such as word of mouth. So far, consumers who come to the Ana Motor workshop initially find out about the workshop through recommendations given by other people, whether from their surroundings, relatives, or

from recommendations given by people who have subscribed to the Ana Motor workshop. As revealed in the results of previous research conducted by Ramadhani and Akhmad (2023), Pangestu (2021), Hapsari (2019), Hatta & Setiarini (2018), Oliviana et al. (2017), and Swara and Putri (2019), word of mouth simultaneously influences significant to consumer loyalty. Meanwhile, earlier study by Munandar and Erdkhadifa (2023) and Sari and Lim (2022) show that the word of mouth variable has insignificant impact on consumer loyalty.

Through this presentation, it is necessary to conduct additional research to learn about and obtain information about the impact of service quality, customer trust, and word of mouth on increasing customer loyalty at Bengkel Ana Motor, as well as to identify research gaps and improve and strengthen one of the grand theories, namely the self-congruence theory of loyalty.

LITERATURE REVIEW

Self-Congruence Theory

According to the self-congruence hypothesis, customers will utilize things that have relevant features or can support their self-concept (Solomon, 2015). Kang, et al. (2015) revealed that consumers have a strong attachment when consuming a product or brand that is attached to them, which will result in self-loyalty. The self-concept is the foundation of self-congruence theory (SCT). According to Sirgy et al. (2016), a self-image is the organization of diverse aspects of the self in memory as a sort of self-articulation has been developed within the self. It comprises aspects of the self that are relatively fixed and aspects of the self that are flexible and can be directed anywhere based on experiences or challenges encountered in life. self-congruence theory is a comparison of perceptions about brand image with their own self-concept which refers to a person's compatibility or compatibility with a company, product or service so as to influence purchasing motivation. This theory shows that loyalty is determined by high product preference and customer attachment, thus strengthening and supporting the level of perceptual congruence where customers choose to use products or qualities that suit them. This theory is the basis for research related to service quality, customer trust, and word of mouth which leads to customer loyalty.

Customer Loyalty

Kotler and Keller (2016), customer loyalty is defined as a strong attachment that motivates consumers to buy or support a chosen item or service in the decades to come, even when circumstances and advertising campaigns may encourage customers to switch. Customer loyalty may be defined as a behavior-based attitude toward acquiring an item or service from an organization on a regular and recurrent basis that contains an emotion component. Brand loyalty, defined as a strong psychological connection formed by customers with specific brands, is often the consequence of a mix of great experiences, confidence, and a consistent alignment among business principles and personal preferences. This devotion shapes consumer behavior and decision-making by ensuring that customers continue to choose single-brand offerings, whether products or services, even when faced with competing alternatives. This steadfast devotion to a brand not only demonstrates the link formed via pleasant experiences, but it also emphasizes the powerful influence a brand plays in directing and influencing customer choices over time (Ling et al., 2023).

Customer loyalty is connected to customer satisfaction for the value supplied over alternative services from rival firms (Arif & Syahputri, 2021). Customer loyalty may be defined as a behavior-based attitude toward acquiring a product or service from a company on a regular and repeating basis that contains emotional characteristics. Customer loyalty, according to Kotler and Keller (2016), may be assessed by factors such as repeat purchases, retention, and recommendations.

Service Quality

According to Tjiptono (2016) defines service quality as the required degree of effectiveness and control in meeting client demands. Thus, service quality is a dynamic control capacity or performance in satisfying consumers' actual demands and expectations. In the service sector, service quality is commonly defined as the extent to which the services provided meet client expectations and desires (Singh et al., 2021). The complicated connection between service quality and consumer assessments of service performance demonstrates that service quality, as an involved component, impacts and molds satisfaction with and the perception of the service delivered in various ways. It emphasizes the critical connection that exists between quality and consumer satisfaction (Sumarlinah et al, 2022). Sustaining an excellent standard of service quality is essential, and this involves continuous adaptation and improvement. Continuous improvement efforts are essential for exceeding client expectations and achieving a greater level of satisfaction (Hazren et al., 2023). Thus, service quality is the fluid control's capacity or performance in fulfilling the demands of reality and the expectations of customers. Service quality is determined by the providers' capability to consistently satisfy consumer expectations. Customers employ five dimensions or indications of service quality as criteria in measuring service quality, according to Tjiptono (2014), including tangible, reliability, responsiveness, empathy, and assurance.

Customer Trust

According to Kotler and Keller (2016), trust is a company's propensity to rely on business partners based on a variety of individual and interorganizational characteristics including the company's view of competence, honesty, integrity, and good intentions. Customer trust may be defined as a consumer's assumption or confidence in an item or service that lives up to or even surpasses their expectations, resulting in an assessment after purchase. According to Bastian and Widodo, (2022), trust is critical for business actors to establish client loyalty and enhance revenue. Through this explanation, it can be said that customer trust is a situation where there is an assumption or belief of consumers in a product or service that matches or even exceeds their expectations, resulting in an assessment after purchase. According to Gefen (2010), there are several indicators of trust consisting of three components, namely integrity, goodness and competence.

Word of Mouth

According to Kotler (2002), WOM, also known as dialogue, is a type of engagement that includes making suggestions through person-to-person intermediaries about a product or service to individuals or groups. Thus, word of mouth is an advertising conversational method based on intentions of individuals who have experience using products or services that trigger recommendations. Munandar & Erdkhadifa (2023) stated that customer loyalty is influenced by various factors, including personal communication channels such as word of mouth. Thus, word of mouth is a means of oral communication promotion based on the intentions of individuals who have experience using products or services that trigger recommendations. According to Babin et al. (2015), word of mouth indicators are willingness, recommendations and encouragement.

RESEARCH METHOD

The Ana Motor workshop is located in Jalan Kemulan I, Jagapati Village, Abiansema District, Badung Regency, Bali. This study's population consists of customers who have visited and had repairs done at the Ana Motor workshop, the precise number of whom is unknown. In this study, the representative sampling approach was utilized, with a sample size of 96 respondents from each Ana Motor workshop client as determined by Cochran. The sample approach employed in this study is a purposive sampling strategy based on the requirement that consumers have used repair services at the Ana Motor workshop at least three times. Multiple linear regression analysis was utilized to analyze the data in this study.

| No. | Classification | Total (People) | Percentage (%) |
|--------------|-----------------------|----------------|----------------|
| 1. | Gender | | |
| | a) Male | 85 | 88,5 |
| | b) Female | 11 | 11,5 |
| | Total | 96 | 100 |
| 2. | Age | | |
| | a) < 20 years | 5 | 5,2 |
| | b) 20 – 29 years | 20 | 20,8 |
| | c) 30 – 39 years | 33 | 34,4 |
| | d) > 40 years | 38 | 39,6 |
| | Total | 96 | 100 |
| 3. | Last Education | | |
| | a) Middle School | 3 | 3,1 |
| | b) High School | 78 | 81,3 |
| | c) Diploma | 7 | 7,3 |
| | d) Bachelor | 8 | 8,3 |
| | Total | 96 | 100 |
| 4 | Occupation | | |
| | a) Student | 5 | 5,2 |
| | b) Entrepreneur | 69 | 71,9 |
| | c) Employee | 22 | 22,9 |
| Total | | 96 | 100 |

Validity Test

The indicator is considered legitimate if the correlation coefficient is positive and bigger than 0.30 (Sugiyono, 2016). Table 4 shows that the correlation coefficient for each statement in the pilot testing questionnaire is more than 0.30. It is possible to infer that the statements in the response form questionnaire are valid.

Table 3. Validity Result

| No. | Variable | Indicator | Validity | Result |
|-----|---------------------------|-----------|----------|--------|
| 1 | Service Quality (X_1) | X1.1.1 | 0,776 | Valid |
| | | X1.1.2 | 0,710 | Valid |
| | | X1.2.1 | 0,750 | Valid |
| | | X1.2.2 | 0,797 | Valid |
| | | X1.2.3 | 0,862 | Valid |
| | | X1.3.1 | 0.809 | Valid |
| | | X1.3.2 | 0,595 | Valid |

| | | | | |
|---|-------------------------------------|--------|-------|-------|
| | | X1.4.1 | 0,669 | Valid |
| | | X1.4.2 | 0,747 | Valid |
| | | X1.5.1 | 0,857 | Valid |
| | | X1.5.2 | 0,798 | Valid |
| | | X1.5.3 | 0,490 | Valid |
| 2 | Customer Trust (X ₂) | X2.1.1 | 0,657 | Valid |
| | | X2.1.2 | 0,851 | Valid |
| | | X2.2.1 | 0,560 | Valid |
| | | X2.2.2 | 0,757 | Valid |
| | | X2.2.3 | 0,741 | Valid |
| | | X2.3.1 | 0,749 | Valid |
| | | X2.3.2 | 0,779 | Valid |
| 3 | Word of Mouth (X ₃) | X3.1.1 | 0,751 | Valid |
| | | X3.1.2 | 0,739 | Valid |
| | | X3.2.1 | 0,854 | Valid |
| | | X3.2.2 | 0,852 | Valid |
| | | X3.3.1 | 0,883 | Valid |
| | | X3.3.2 | 0,816 | Valid |
| 4 | Customer Loyalty (Y) | Y1.1.1 | 0,897 | Valid |
| | | Y1.1.2 | 0,907 | Valid |
| | | Y1.2.1 | 0,771 | Valid |
| | | Y1.2.2 | 0,650 | Valid |
| | | Y1.3.1 | 0,899 | Valid |

Reliability Test

A constructed object or variable is deemed to be dependable if its Cronbach Alpha value is more than 0.60 (Ghozali, 2016). Valid and trustworthy tools are essential for obtaining valid and reliable research outcomes (Sugiyono, 2016).

Table 4. Reliability Result

| No. | Variable | <i>Cronbach Alpha</i> | Result |
|-----|-----------------------------------|-----------------------|----------|
| 1 | Service Quality (X ₁) | 0,919 | Reliable |
| 2 | Customer Trust (X ₂) | 0,842 | Reliable |
| 3 | Word of Mouth (X ₃) | 0,891 | Reliable |
| 4 | Customer Loyalty (Y) | 0,884 | Reliable |

According to Table 5, the variables of service quality, customer trust, word of mouth, and customer loyalty all have Cronbach Alpha coefficient values more than 0.60. This signifies that the tools employed are trustworthy and appropriate for use in research.

Normality Test

The non-parametric Kolmogorov-Smirnov (K-S) statistical test may be used to assess if the data distribution is normal or not, with the constraint that if the significance value is more than 0.05, the data is reported to be regularly distributed.

Table 5. Normality Result

| One-Sample Kolmogorov-Smirnov Test | | |
|--|----------------|-------------------------|
| | | Unstandardized Residual |
| N | | 96 |
| Normal Parameters ^{a,b} | Mean | .0000000 |
| | Std. Deviation | .50880141 |
| | | |
| Most Extreme Differences | Absolute | .086 |
| | Positive | .080 |
| | Negative | -.086 |
| Test Statistic | | .086 |
| Asymp. Sig. (2-tailed) | | .075 ^c |
| a. Test distribution is Normal. | | |
| b. Calculated from data. | | |
| c. Lilliefors Significance Correction. | | |

Based on the normality test findings in Table 6, the Kolmogorov-Smirnov (K-S) value is 0.086, and the significance level (Asymp. Sig. (2-tailed)) is 0.075 > 0.05. This explains why the regression model's residual data is normally distributed and may be used for further research.

Multicollinearity Test

A decent regression model has no indications of multicollinearity. The tolerance value and variance inflation factor (VIF) value can be used to determine whether or not there is a correlation between independent variables.

Table 6. Multicollinearity Result

| Coefficients ^a | | | |
|---|-----------------|-------------------------|-------|
| Model | | Collinearity Statistics | |
| | | Tolerance | VIF |
| 1 | (Constant) | | |
| | Service Quality | .207 | 4.826 |
| | Customer Trust | .245 | 4.081 |
| | Word of Mouth | .259 | 3.862 |
| a. Dependent Variable: Customer Loyalty | | | |

The service quality variable (X_1) has a tolerance value of 0.207 and a VIF of 4.826, the customer trust variable (X_2) has a tolerance value of 0.245 and a VIF of 4.081, and the word of mouth variable (X_3) has a tolerance value of 0.259 and a VIF of 3.862, according to the results of the multicollinearity test in Table 7. Because all independent variables have a tolerance value more than 0.10 and a VIF value less than 10. As a result, the regression model developed does not exhibit indications of multicollinearity.

Heteroscedasticity Test

A decent regression model is either homoscedastic or lacks heteroscedasticity.

Table 7. Heteroscedasticity Result

| Coefficients ^a | | | | | |
|--------------------------------|-----------------|-----------------------------|------------|--------|------|
| Model | | Unstandardized Coefficients | | t | Sig. |
| | | B | Std. Error | | |
| 1 | (Constant) | .088 | .158 | .556 | .580 |
| | Service Quality | -.106 | .084 | -1.261 | .210 |
| | Customer Trust | .086 | .072 | 1.187 | .238 |
| | Word of Mouth | .091 | .069 | 1.320 | .190 |
| a. Dependent Variable: ABS_RES | | | | | |

Based on the heteroscedasticity test results in Table 8, it is known that the service quality variable (X_1) has a significance value of 0.210, the customer trust variable (X_2) has a significance value of 0.238, and the word of mouth variable (X_3) has a significance value of 0.190, indicating that there appears to be no influence independent variable to the absolute residual, as indicated by the significance value of each variable tested being greater than 0.05, indicating that the model created does not contain symptoms.

The results of conventional assumption testing, particularly the normality, multicollinearity, and heteroscedasticity tests, reveal that the data is normally distributed, that there are no symptoms of multicollinearity, and that there are no symptoms of heteroscedasticity, indicating that it is viable to use. As a result, it may be confirmed and moved on to the model fit testing step.

RESULTS

The test of hypothesis is used to determine the significance of each regression coefficient and if there is a partial impact on customer loyalty from service quality, customer trust, and word of mouth.

Table 8. Hypothesis Test

| Variable | t | P - Values | Result |
|--|-------|------------|--------|
| Service Quality (X_1) → Customer Loyalty (Y) | 2,381 | 0,019 | Sig |
| Customer Trust (X_2) → Customer Loyalty (Y) | 2,544 | 0,013 | Sig |
| Word of Mouth (X_3) → Customer Loyalty (Y) | 2,799 | 0,006 | Sig |

H₁: The Influence of Service Quality on Customer Loyalty

According to the findings of the hypothesis test, service quality has a positive and significant impact on customer loyalty. The t-count result of 2.381 with a significance level of 0.019 0.05 demonstrates this. The study's findings indicate that prioritizing improves the quality of service given at the Ana Motor Badung workshop. It is vital to foster a feeling of customer trust in order to establish a connection between consumers and the Ana Motor workshop and promote customer loyalty. Customers that trust in the quality of a good item or service will respond positively to the services provided, resulting in strong brand loyalty. The dominant factor is influenced by reliability which prioritizes punctuality, employee accuracy and competent employees. This means that giving excellent service to customers at the Ana Motor Badung facility will improve customer loyalty.

H₂: The Influence of Customer Trust on Customer Loyalty

According to the test results, client trust has a favorable and considerable effect on customer loyalty at the Ana Motor Badung workshop. The t count value of 2.544 with a significance level of 0.013 0.05 demonstrates this. According to the findings of the study, the more substantial the level of consumer trust, the greater the power to enhance customer loyalty. It is critical to cultivate a sense of customer trust in order to create a link between consumers and the Ana Motor workshop in order to improve customer loyalty. Customer trust is meant by prioritizing goodness (benevolence) that there is something that needs to be paid attention to regarding honesty with openness regarding conditions, prices, quality. The handling that needs to be done on vehicle engines, apart from that, credibility by instilling trust in customers and fostering a sense of security in transactions, as well as prioritizing or prioritizing consumer interests or paying more attention to consumers can increase customer loyalty.

H₃: The Influence of Word of Mouth on Customer Loyalty

According to the test results, word of mouth has a good and considerable impact on customer loyalty at the Ana Motor Badung workshop. The t-count result of 2.799 with a significance level of 0.006 0.05 demonstrates this. The study's findings indicate that the more the positive word of mouth, the greater the power to promote consumer loyalty. By prioritizing recommendations that there is something that needs to be considered in recommendations given by customers to other people who want to make repairs and when consumers have the will or desire to recommend repair services to relatives, this will increase customer loyalty. Therefore, the Ana Motor Badung workshop must prioritize word of mouth as a way to increase customer loyalty in terms of promoting products by word of mouth directly to convince consumers who want to make repairs. When the services offered have met or even exceeded customer expectations, it is also possible to express themselves through word of mouth as a form of response generated while using the item or service.

DISCUSSION

The first hypothesis is the influence of service quality and customer loyalty. The results of the research carried out are supported by research conducted by Agistia & Nurcaya (2019), Sari, et al. (2021), Juniantari, et al. (2020), Nugraha (2020), Ernawati (2019), Pratama (2022), Febriyanti et al. (2018), and Putri & Utomo (2017), who found the results that service quality has a positive and significant influence on customer loyalty. Meanwhile, this research annuls research conducted by Astuti (2020), Kudri (2020), and Hidayah (2019) which shows that simultaneously, service quality has no significant effect on loyalty.

Further, the second hypothesis is the customer trust and customer loyalty. The results of this research are supported by research which finds empirically that customer trust has a positive and significant effect on customer loyalty, including Sebayar & Situmorang (2019), Kurniawan and Monica (2022), Pratama (2022), Amalia & Jalaluddin (2021), Gultom (2020), Supertini et al. (2020), and Ernawati (2019). Meanwhile, this research annuls research conducted by Astuti (2020) and Murhadi and Reski (2022) showing that there is no significant influence between customer trust and customer loyalty.

Last, the third hypothesis is the influence of word of mouth and customer loyalty. The results of the research conducted are supported by research conducted by Ramadhani and Akhmad (2023), Pangestu (2021), Hapsari (2019), Hatta & Setiarini (2018), Oliviana et al. (2017), and Swara and Putri (2019) that simultaneously word of mouth has a significant effect on consumer loyalty. Meanwhile, this research annuls research conducted by Munandar & Erdkhadifa (2023) and Sari and Lim (2022) that the word of mouth variable has an insignificant influence on customer loyalty.

CONCLUSION

The conclusion in this research may be given based on the previously mentioned analysis and discussion, namely that service quality, customer trust, and word of mouth have a positive and significant influence on customer loyalty. The study's findings indicate that the more substantial the quality of service provided, the greater the ability to increase customer loyalty at the Ana Motor Badung repair shop; additionally, the greater the customer trust given, the greater the ability to increase customer loyalty at the Ana Motor Badung repair shop. The offered word of mouth will help to improve customer loyalty at the Ana Motor Badung workshop.

Based on the conclusions reached of the discussion and the results that were stated, several suggestions can be made, namely the need to pay attention to encouragement from customers to persuade their friends to be interested in using repair services and recommend them again or invite their relatives to use repair services. Apart from that, it can be taken into consideration to have good and comfortable operating hours so that they are easy to contact, as well as paying attention to serving consumers. Ana Motor Badung workshop is also expected to pay attention to the competence of employees who have good abilities in overcoming problems experienced in repairing consumer vehicles and have reliable technical abilities and good skills and knowledge in carrying out their duties, as well as experience in their field as a reference in increase customer trust.

REFERENCES

- Agistia, I. M. M., & Nurcaya, I. N. (2019). Pengaruh kualitas layanan dan nilai pelanggan terhadap loyalitas pelanggan. *E-jurnal Manajemen*, 8(1), 7219-7252. <https://doi.org/10.24843/EJMUNUD.2019.v8.il.p10>.
- Amalia, S. (2021). Pengaruh kepercayaan dan komitmen terhadap loyalitas nasabah tabungan di PT. Bank BNI Syariah kantor kas Cinunuk. *Journal of Islamic Economics and Business*, 1(1), 29-41.
- Arif, M., & Syahputri, A. (2021). The influence of brand image and product quality on customer loyalty with consumer satisfaction as a intervening variable at home industry. *Journal of International Conference Proceedings*, 4(2), 398-412. <https://doi.org/10.32535/jicp.v4i2.1274>
- Aryandi, J., & Onsardi, O. (2020). Pengaruh kualitas pelayanan dan lokasi terhadap keputusan pembelian konsumen pada Cafe Wareg Bengkulu. *Jurnal Manajemen Modal Insani Dan Bisnis*, 1(1), 117-127.
- Astuti, A. A. (2020). *Pengaruh Kualitas Produk, Kualitas Pelayanan dan Kepercayaan Terhadap Loyalitas Nasabah Melalui Kepuasan Sebagai Variabel Intervening (Studi Kasus Nasabah BRI Syariah KC Semarang)* [Undergraduate thesis, IAIN. Salatiga].
- Babin, B. J., Lee, Y. K., Kim, E. J., & Griffin, M. (2005). Modeling consumer satisfaction and word-of-mouth: restaurant patronage in Korea. *Journal of Services Marketing*, 19(3), 133-139. <https://doi.org/10.1108/08876040510596803>

- Bastian, J., & Widodo, S. (2022). Pengaruh Kepercayaan Terhadap Loyalitas Pelanggan Pada Station Sato Petshop Cibinong Kabupaten Bogor. *Jurnal Ilmiah Mahasiswa*, 2(1), 29-35. <http://dx.doi.org/%20DOI:%2010.32493/jmw.v2i1.19518>
- Buchari, A. (2007). *Manajemen Pemasaran dan Pemasaran Jasa*. CV. Alfabeta
- Ernawati, N. (2019). *Pengaruh Kepercayaan, Kualitas Pelayanan, Harga, dan Kualitas Produk Terhadap Loyalitas Pelanggan Pada Starbucks Solo Square* [Undergraduate thesis, Universitas Muhammadiyah Surakarta].
- Febriyanti, D. A. P., Mitariani, N. W. E., & Imbayani, I. G. A. (2018). Pengaruh kualitas pelayanan melalui kepuasan nasabah terhadap loyalitas nasabah pada PT. BPR Saraswati Ekabumi. *Juima: Jurnal Ilmu Manajemen*, 8(1). <https://doi.org/10.36733/juima.v8i1.42>
- Gefen, D. (2000). E-commerce: the role of familiarity and trust. *Omega*, 28(6), 725-737. [https://doi.org/10.1016/S0305-0483\(00\)00021-9](https://doi.org/10.1016/S0305-0483(00)00021-9)
- Ghozali, I. (2016). *Analisis Multivariat Dengan Program IBM SPSS 21*. Badan Penerbit Universitas Diponogoro.
- Gultom, D. K., Arif, M., & Fahmi, M. (2020). Determinasi kepuasan pelanggan terhadap loyalitas pelanggan melalui kepercayaan. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 3(2), 171-180. <https://doi.org/10.30596/maneggio.v3i2.5290>
- Hapsari, I. E., & Radito, T. A. (2019). Pengaruh word of mouth dan citra merek terhadap loyalitas konsumen Go-Jek di Yogyakarta. *Jurnal Optimal*, 16(1), 57-93.
- Hatta, I. H., & Setiarini, S. (2018). Pengaruh word of mouth dan switching cost terhadap keputusan pembelian dan loyalitas. *Jurnal Ilmiah Manajemen Dan Bisnis*, 19(1), 32-40. <https://doi.org/10.30596/jimb.v19i1.1728>
- Hazren, A. S. B., Mansoor, A., Yusof, R., Hui, G. K., Putra, A. N., Rachmanu, A. A., & Jain, P. (2023). Service Quality of Google Pay. *Asia Pacific Journal of Management and Education (APJME)*, 6(3), 45-57.
- Hidayah, S. N. (2019). *Pengaruh Promosi, Kualitas Produk, Kepercayaan dan Kualitas Pelayanan terhadap Loyalitas Nasabah dengan Kepuasan Nasabah Sebagai Variabel Intervening (Studi pada Nasabah BRI Syariah KCP Majapahit*. [Undergraduate thesis, IAIN Salatiga].
- Juniantari, N. L. P., Anggraini, N. P. N., & Hendrawan, I. G. Y. (2020). Pengaruh service quality dan persepsi harga terhadap loyalitas pengguna jasa transportasi melalui kepuasan pelanggan pada ganesa transport. *JUIMA: Jurnal Ilmu Manajemen*, 10(2). <https://doi.org/10.36733/juima.v10i2.1389>
- Kang, J., Tang, L., & Lee, J. Y. (2015). Self-congruity and functional congruity in brand loyalty. *Journal of Hospitality & Tourism Research*, 39(1), 105-131. <https://doi.org/10.1177/1096348012471377>
- Kotler, P. (2002). *Manajemen Pemasaran*. Penerbit Erlangga.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran (13th ed.)*. Penerbit Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran edisi 12 Jilid 1. & 2*. Jakarta: Penerbit Erlangga.
- Kudri, R. (2020). *Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Sorry Coffe Jakarta*. [Undergraduate thesis, Sekolah Tinggi Ilmu Ekonomi Indonesia. Jakarta].
- Kurniawan, R., & Monica, M. (2022). Analisis pengaruh kepuasan, motivasi, dan kepercayaan terhadap loyalitas masyarakat lokal pada pusat perbelanjaan di Kota Batam. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(1), 549-562. <https://doi.org/10.31955/mea.v6i1.1905>
- Ling, G. Y., Yuang, G., Zhicheng, G., Xuan, G. T. X., Maharani, C. D., Genira, C. F., Tyagi, N., & Saidhanyakumar, M. (2023). Analysis of factors affecting brand loyalty: A study of Coca-Cola. *Asia Pacific Journal of Management and Education*, 6(3), 16-29. <https://doi.org/10.32535/apjme.v6i3.2635>

- Munandar, A., & Erdkhadifa, R. (2023). Pengaruh word of mouth, kualitas pelayanan, media sosial, store atmosphere, fasilitas, dan harga terhadap loyalitas pelanggan pada Warkop Kidol Lepen Tulungagung. *Reinforce: Journal of Sharia Management*, 2(1), 50-74. <https://doi.org/10.21274/reinforce.v2i1.7397>
- Murhadi, W. R., & Reski, E. C. (2022). Pengaruh e-service quality, kesadaran merek, kepercayaan, word of mouth, dan kepuasan terhadap loyalitas pelanggan pada Tiktok Shop (Studi pada pelanggan Tiktok Shop). *Jurnal Ilmiah Bisnis dan Ekonomi Asia*, 16(2), 229-240.
- Nugraha, I. M. P., Kepramareni, P., & Suardhika, I. N. (2020). The effect of relationship marketing and service quality of customer satisfaction and its impact on customer loyalty in Bank BPD Bali Renon. *International Journal of Sustainability, Education, and Global Creative Economic*, 3(2), 493-505.
- Oliviana, M., Mananeke, L., & Mintardjo, C. (2017). Pengaruh brand image dan WOM (Word Of Mouth) terhadap loyalitas konsumen pada RM. Dahsyat Wanea. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 5(2). <https://doi.org/10.35794/emba.5.2.2017.16065>
- Pangestu, J. (2021). *Pengaruh Word Of Mouth (WOM), Kualitas Produk, Kepercayaan Merek Terhadap Loyalitas Pelanggan (Studi Pada Pelanggan Waroenk Ora Umum Purwokerto)* [Undergraduate thesis, Universitas Muhammadiyah Purwokerto].
- Pratama, N. P. P. I (2022). *Pengaruh Kualitas Pelayanan Dan Kepercayaan Terhadap Kepuasan Pelanggan Dan Loyalitas Pelanggan Pada Nadhi Mart Denpasar* [Undergraduate thesis, Universitas Mahasaraswati Denpasar].
- Putri, Y. L., & Utomo, H. (2017). Pengaruh kualitas pelayanan terhadap loyalitas pelanggan dengan kepuasan sebagai variabel intervening (Studi persepsi pada pelanggan dian comp ambarawa). *Among Makarti*, 10(1). <http://dx.doi.org/10.52353/ama.v10i1.147>
- Ramadhani, M., & Akhmad, I. (2023). Pengaruh word of mouth dan store atmosphere terhadap loyalitas konsumen di S3 coffee & cafe. *Jurnal Ilmiah Mahasiswa Merdeka Emba*, 2(1), 49-60.
- Sari, A. F. R., & Lim, S. (2022). Pengaruh perceived ease of use, brand image, word of mouth, nilai pelanggan terhadap keputusan penggunaan layanan jasa serta dampaknya terhadap loyalitas. *Widya Manajemen*, 4(1), 12-20. <https://doi.org/10.32795/widyamanajemen.v4i1.1755>
- Sari, D. P. H., Mitariani, N. W. E., & Imbayani, I. G. A. (2021). Pengaruh brand trust, service quality dan customer satisfaction pada loyalitas (Studi pada pelanggan Gojek di Kota Denpasar). *EMAS*, 2(2).
- Sebayang, S. K., & Situmorang, S. H. (2019). Pengaruh nilai pelanggan, kepuasan pelanggan dan kepercayaan terhadap loyalitas pelanggan pada kedai kopi online di kota Medan. *INOBIIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 2(2), 220-235. <https://doi.org/10.31842/jurnal-inobis.v2i2.86>
- Singh, P., Ranjith, P. V., Fathihah, N., Kee, D. M. H., Nuralina, N., Nurdiyanah, N., & Nursyahirah, N. (2021). Service quality dimension and customers' satisfaction: An empirical study of Tesco hypermarket in Malaysia. *International Journal of Applied Business and International Management*, 6(3), 102-114. <https://doi.org/10.32535/ijabim.v6i3.1333>
- Sirgy, J., Lee, D. J., & Yu, G. (2016). *Routledge International Handbook of Consumer Psychology*. Routledge.
- Solomon, M. R. (2015). *Consumer Behavior: Buying, Having and Being* (11th ed.). Prentice-Hall.
- Sugiyono, S. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

- Sumarlinah, Y., Sukesu, S., & Sugiyanto, S. (2022). the role of digital marketing, service quality, product quality on purchasing power through the satisfaction of Probolinggo MSME followers during the covid-19 pandemic. *International Journal of Applied Business and International Management*, 7(1), 96-105. <https://doi.org/10.32535/ijabim.v7i1.1444>
- Supertini, N. P. S., Telagawathi, N. L.W. S., & Yulianthini, N. N. (2020). Pengaruh kepercayaan dan kepuasan pelanggan terhadap loyalitas pelanggan pada pusaka kebaya di Singaraja. *Jurnal Manajemen dan Bisnis*, 2(1), 61-73. <http://dx.doi.org/10.23887/pjmb.v2i1.26201>
- Swara, N. N. A. A. V., & Putri, N. M. K. D. (2019). Peran word of mouth memediasi pengaruh kepuasan terhadap loyalitas konsumen pada green product merek Oriflame di Kota Denpasar. *Widya Manajemen*, 1(1), 80-98.
- Tjiptono, T. (2014). *Pemasaran Jasa-Prinsip, Penerapan dan Penelitian*. Andi Offset.