



# The effect of product quality, trust, and satisfaction on customer loyalty at PT X

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## ABSTRACT

This study investigates the influence of product quality, trust, and satisfaction on customer loyalty at PT X, an automotive service company. Using a quantitative approach with 100 respondents and data analyzed through SPSS 25, the results reveal that all three independent variables, product quality, trust, and satisfaction, have positive and significant effects on customer loyalty, both partially and simultaneously. Product quality emerged as the most dominant factor influencing loyalty, while trust and satisfaction contributed to strengthening long-term customer relationships. The findings imply that improving product quality, maintaining customer trust, and enhancing satisfaction are essential strategies for developing sustainable customer loyalty. This research also reinforces consumer behavior theories asserting that loyalty is built through the combined effect of perceived quality, trust, and satisfaction, offering both theoretical and managerial insights for similar industries.

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## 1. INTRODUCTION

In the era of globalization and the Fourth Industrial Revolution, characterized by the integration of advanced technologies across multiple sectors, the automotive industry has experienced rapid growth. This expansion has directly contributed to the increasing number of motor vehicles, particularly private cars, in Indonesia, a trend driven by improved financial capacity, accelerated urbanization, and modern lifestyles that emphasize high mobility and comfort. The development of car sales in Indonesia between 2015 and 2024, showing fluctuations that reflect both domestic and global influences on the national automotive market. Despite occasional downturns, the industry has demonstrated strong resilience and growth potential. As the number of vehicles on the road rises, demand for after-sales services, such as maintenance, repairs, and spare parts replacement, has also expanded significantly, creating new opportunities for automotive service industries in Indonesia.

In Batam, the automotive service sector is characterized by increasingly fierce competition, with more than 80 registered car repair shops and numerous informal workshops offering similar maintenance and lubricant services. The presence of well-established competitors such as authorized dealers and independent service centers using premium lubricants, including Shell, Mobil 1, and Castrol, intensifies market rivalry. Consumer behavior in Batam tends to be highly price-sensitive yet quality-oriented, where vehicle owners frequently compare service quality,

lubricant performance, and brand reputation before deciding on repeat purchases. This competitive dynamic underscores the strategic importance for PT X to sustain customer loyalty as a key differentiator in retaining market share.

Product quality is a primary factor influencing consumer purchasing decisions (Winata & Prabowo, 2022). Prior research confirms that product quality has a positive and significant effect on customer loyalty, both directly and indirectly through customer satisfaction. When a product consistently delivers benefits aligned with customer needs and expectations, it fosters positive perceptions and trust in the product. This trust enhances satisfaction, which in turn reinforces long-term loyalty. (Winata & Prabowo, 2022) emphasizes that satisfaction functions as an effective mediating variable linking product quality and loyalty, suggesting that satisfied customers are more likely to remain committed and share positive experiences with others.

Moreover, customer trust in a company's consistency and quality strengthens long-term relationships. Trusted and high-standard products tend to be remembered by consumers (Rahmawati et al., 2022). Trust develops when customers feel confident in a product's reliability, eventually fostering brand loyalty. Such trust cannot be easily transferred or imposed by external actors; it must be built gradually and continually validated. Consumer trust is therefore a vital foundation for customer loyalty, as it ensures reliance on a credible company (Ramadhany & Supriyono, 2022).

According to (Gunawan, 2022), customer satisfaction is one of the main drivers of loyalty. It reflects a customer's evaluation of specific product or service attributes that provide comfort in fulfilling their needs, whether those needs are met as expected or exceeded. Satisfaction may be viewed as a positive or negative emotional response resulting from the comparison between expected and perceived performance (Hamidin et al., 2025). (Olivia & Ngatno, 2021) adds that satisfaction is closely tied to loyalty, though it can vary depending on perceived value, interaction experiences, and after-sales service quality. Therefore, loyalty strategies should focus on ensuring consistently satisfying and memorable customer experiences. In today's increasingly competitive and fast-evolving automotive landscape, customer loyalty represents not only a key target but also a critical determinant of long-term organizational success. With shifting consumer preferences, rapid technological advancements, and intense competition, PT X must not only attract new customers but also maintain lasting relationships with existing ones through effective engagement strategies.

PT X, based in Batam, operates in the automotive services and sales sector, offering vehicle maintenance, repair, and component supply. Its commitment to high-quality products and reliable service enhances customer satisfaction and fosters trust. Consistent delivery of satisfaction and trust ultimately leads to loyalty, reflected through repeat purchases and positive referrals. PT X utilizes premium lubricants from leading brands such as Shell, Mobil 1, Castrol, and Liqui Moly, as well as other quality spare parts, demonstrating its prioritization of product excellence to sustain customer satisfaction.

However, operational challenges remain, particularly concerning the limited availability and higher pricing of Mobil 1 oil compared to other brands, as well as longer order fulfillment times. These issues occasionally compel customers to wait or temporarily switch to alternative brands, potentially affecting satisfaction and sales performance. While product scarcity may cause temporary dissatisfaction, customers often remain loyal due to their confidence in the product's superior performance. Consequently, despite distribution challenges, product exclusivity and proven quality can serve as differentiation strategies that strengthen customer loyalty.

PT X's use of premium products underscores a perceived assurance of satisfaction, though the high price associated with quality presents another challenge given varying consumer purchasing power and price sensitivity. High-quality products inherently ensure optimal fulfillment of customer needs and desires. When the delivered quality exceeds expectations, satisfaction levels increase proportionally. The use of select raw materials and strict quality control processes, although resulting in longer production times, contributes to the perception of exclusivity. This reinforces the product's premium image and enhances its perceived value among consumers.

Data from PT X between January and June 2025 reveal fluctuating customer numbers: 115 in January, rising to 127 in February, decreasing slightly to 120 in March, increasing again to 129 in

April, dipping to 125 in May, and reaching a peak of 134 in June. These fluctuations indicate dynamic customer behavior influenced by satisfaction with PT X's services. Declines in satisfaction can diminish trust, thereby affecting loyalty. Survey results on trust and satisfaction suggest that while the company's efforts to retain customers have shown progress, variability persists. Monthly fluctuations in customer numbers may result from variations in product quality, trust, and satisfaction with the company's services. These data reinforce the need for a deeper understanding of the factors driving customer loyalty to maintain stability and growth amid intense competition in the automotive industry.

While previous studies have widely examined the relationship between product quality, trust, satisfaction, and loyalty across general retail and service industries, few have explored this interaction within the context of the automotive lubricant service sector in regional markets such as Batam. The uniqueness of PT X lies in its reliance on premium lubricants with limited availability and fluctuating pricing, creating a distinctive setting where product scarcity, brand exclusivity, and customer perceptions jointly influence loyalty formation. This context presents both theoretical novelty, by extending existing loyalty models into a niche, high-involvement service industry, and empirical value by offering localized insights into consumer behavior in Batam's competitive automotive market.

Ultimately, customer trust in the company's products and services contributes significantly to building loyalty, which reflects the consumer's decision to continue using a particular product or service over time. Fundamental elements such as superior quality, trust, and satisfaction are crucial in attracting and retaining loyal customers. Previous studies highlight the interdependence of these variables; however, the specific relationships among product quality, trust, and satisfaction within PT X's operational context require further empirical investigation. In light of the above background and its theoretical and empirical relevance, this study is entitled "The Effect of Product Quality, Trust, and Satisfaction on Customer Loyalty at PT X."

## 2. RESEARCH METHOD

The research was designed through a structured process involving several sequential stages, each serving a specific function in achieving the study's objectives and outcomes. The overall methodological flow, begins with identifying the research focus, which aims to analyze the influence of product quality, trust, and satisfaction on customer loyalty at PT X. The process commenced with problem identification through an examination of company conditions, including fluctuating customer numbers, limited stock availability of Mobil 1 oil, and higher pricing relative to other brands. These observations led to the formulation of a research problem expressed as the question of how product quality, trust, and satisfaction influence customer loyalty. A theoretical framework was then developed based on relevant studies concerning product quality, trust, satisfaction, and customer loyalty, which served as the conceptual foundation of this research. From this foundation, hypotheses were formulated, predicting that product quality, trust, and customer satisfaction positively affect customer loyalty.

Data were collected through questionnaires distributed to PT X customers, serving as the primary instrument for gathering relevant information on the defined variables. The data analysis process employed descriptive and statistical methods, including multiple linear regression, to examine the relationship between the independent variables and customer loyalty. The findings were subsequently interpreted to answer the research question and test the hypotheses. Conclusions and recommendations were formulated to guide PT X in enhancing customer loyalty through improved product availability and consistent service quality.

In this study, research variables were categorized into independent and dependent variables in accordance with (Amirullah, 2022), who defines operational variables as measurable attributes with variable values that can be studied to derive conclusions. The independent variables include product quality ( $X_1$ ), trust ( $X_2$ ), and satisfaction ( $X_3$ ), while customer loyalty ( $Y$ ) serves as the dependent variable. Product quality (Kumrotin & Susanti, 2021) was assessed based on performance, durability, conformity, features, and reliability. Trust (Er Meytha Gayatri & Damarsiwi, 2021) was evaluated using indicators such as capability, benevolence, integrity, consistency, and openness. Satisfaction (Gultom et al., 2020) was measured through repurchase intention,

willingness to recommend, reduced attention to competing products, and openness to product offers. Customer loyalty, following the same reference, was determined by factors such as price, location, promotion, offered products, and comfort, with all constructs measured using a Likert scale.

The study population consisted of PT X customers making purchases at the company's Batam location. As the total number of visitors fluctuated, the population size could not be precisely determined. Therefore, a sample was drawn using the Lameshow formula (Hardani et al., 2020), which is suitable when the population size is unknown. The formula,  $n = (Z_a^2 \times P \times Q) / L^2$ , with  $Z_a = 1.96$ ,  $P = 0.5$ ,  $Q = 1 - P$ , and  $L = 0.1$ , yielded a sample size of approximately 96, rounded to 100 respondents. Sampling employed a non-probability purposive method (Hardani et al., 2020), selecting respondents who were active customers residing in Batam and capable of providing feedback on the variables of product quality, trust, and satisfaction. In this study, the term "active customers" refers to individuals who had received at least two service transactions, such as oil changes, part replacements, or scheduled maintenance, within the past twelve months at PT X. Respondents were also required to have maintained an ongoing service relationship with the company for a minimum of six months, ensuring that they possessed adequate experience to evaluate aspects of product quality, trust, satisfaction, and loyalty. This purposive criterion was established to ensure that responses were drawn from customers with consistent interaction and relevant service experience, thereby enhancing data validity.

The study utilized a quantitative approach (Almanda & Siagian, 2022), collecting primary data directly from respondents via questionnaires, while secondary data were obtained from books, journals, and relevant documents (Maino et al., 2022). Two data collection methods were implemented, questionnaires and literature review. The questionnaire, based on a five-point Likert scale, was designed to assess respondents' attitudes, opinions, and perceptions. The scale assigned values from 1 (strongly disagree) to 5 (strongly agree), ensuring measurable responses for statistical analysis.

Data analysis involved both descriptive and inferential techniques using SPSS version 25 (Hardani et al., 2020). Descriptive analysis summarized respondent data, while inferential analysis tested relationships among variables. Instrument quality was assessed through validity and reliability tests. Validity was examined using the Pearson Product-Moment correlation method (Sanusi, 2017), correlating item scores with total scores using the formula  $r = [n(\sum XY) - (\sum X)(\sum Y)] / \sqrt{([N\sum X^2 - (\sum X)^2][N\sum Y^2 - (\sum Y)^2])}$ . Reliability was evaluated through Cronbach's Alpha (Almanda & Siagian, 2022), with coefficients exceeding 0.6 indicating acceptable reliability.

To ensure robust regression assumptions, classical assumption tests were conducted, including normality, multicollinearity, and heteroskedasticity. The Kolmogorov-Smirnov test (Darma, 2021) verified normality when the significance level exceeded 0.05. Multicollinearity was assessed using the Variance Inflation Factor (VIF), where values below 10 and tolerance near 1 indicated no issue (Darma, 2021). Heteroskedasticity was tested by examining significance values greater than 0.05, which confirmed homoskedasticity (Almanda & Siagian, 2022).

Multiple linear regression analysis was employed to identify the collective influence of the independent variables on the dependent variable, expressed as  $Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3$  (Kinasih & Djawoto, 2021). The coefficient of determination ( $R^2$ ) was calculated to determine the proportion of variance in customer loyalty explained by the independent variables, with the formula  $Kd = r^2 \times 100\%$  (Almanda & Siagian, 2022). Hypothesis testing included both partial (t-test) and simultaneous (F-test) analyses (Hantono & Ghodang, 2020). The t-test measured the significance of individual variables, requiring  $t\text{-count} > t\text{-table}$  and a significance level below 0.05, while the F-test assessed the joint significance of all predictors.

The population of PT X's customers primarily consists of private vehicle owners, with approximately 70% servicing passenger cars and 30% motorcycle users. Service frequency data indicate that most customers visit the workshop every two to three months for periodic maintenance or oil replacement. Based on internal records, around 65% of the customers are repeat visitors with a service history of more than one year, while 35% are new customers who began using PT X's services within the last six months. These characteristics reflect a mixed

customer base where satisfaction, trust, and perceived product quality play critical roles in influencing loyalty and repeat patronage.

This study was conducted at PT X, an automotive service company specializing in vehicle maintenance, repair, and after-sales services, located in the Bangun Sukses Showroom Complex, Jl. Laksamana Bintan, Sei Panas, Batam, Riau Islands Province.

### 3. RESULTS AND DISCUSSIONS

#### 3.1 Overview of the Research Object

This study aims to examine the influence of product quality, trust, and satisfaction on customer loyalty at PT X, an automotive service company located in Blok C.4, Komplek BSP, Jalan Laksamana Bintan No.2, Sungai Panas, Batam City, Riau Islands. PT X focuses on vehicle repair and maintenance services while supplying high-quality automotive products. Since its establishment, the company has consistently demonstrated commitment to delivering customer-oriented service excellence in the Batam area.

#### 3.2 Description of Respondent Characteristics

The respondents in this study were 100 customers of PT X, selected to obtain relevant and representative data. Their characteristics included gender, age, and education level. The entire sample was utilized in the data collection process to ensure that the research proceeded systematically and aligned with the intended objectives.

In terms of gender, 65% of respondents were male and 35% female, indicating that male customers dominate the company's customer base (SPSS Data Processing, Version 25, 2025). Age distribution showed that 24% of respondents were between 20–23 years, 41% between 24–27 years, 21% between 28–30 years, and 14% above 31 years. Thus, the majority of respondents were young adults aged 24–27 years. Educational background varied: 11% had completed junior high school, 48% senior high school or vocational school, 17% held a diploma, 16% a bachelor's degree, and 8% a master's degree. These proportions indicate that most respondents possess secondary-level education, followed by diploma holders.

#### 3.3 Respondent Response Description

The study employed a five-point Likert scale with interpretation ranges from 1.00–1.79 ("very poor"), 1.80–2.59 ("poor"), 2.60–3.39 ("moderate"), 3.40–4.19 ("good"), and 4.20–5.00 ("very good") (SPSS Data Processing, Version 25, 2025).

For the Product Quality ( $X_1$ ) variable, responses revealed a strong positive assessment. The mean score across ten items was 4.208, which falls into the "very good" category. Respondents consistently agreed that the Mobil 1 oil product maintains engine performance, reliability, and durability, while fulfilling product claims and providing superior functional benefits.

The Trust ( $X_2$ ) variable also received highly favorable evaluations, with an average score of 4.221. Respondents strongly agreed that PT X demonstrates credibility, transparency, and consistency in providing genuine products, reliable information, and dependable service performance. This variable achieved the highest overall mean score among all predictors.

The Satisfaction ( $X_3$ ) variable obtained an average score of 4.193, categorized as "good." Respondents indicated strong satisfaction with the oil's performance and expressed intentions to repurchase, recommend, and engage positively with the company's other products.

For Customer Loyalty ( $Y$ ), the mean score was 4.227 ("very good"), suggesting that most respondents perceive themselves as loyal customers who find PT X's product quality, price fairness, accessibility, and promotional activities highly satisfactory.

#### 3.4 Data Analysis

a. Instrument Testing, instrument validity was assessed at a 95% confidence level with a critical value of 0.195 ( $N = 100$ ). All items across variables  $X_1$ ,  $X_2$ ,  $X_3$ , and  $Y$  exhibited  $r$ -values exceeding 0.195, confirming that all indicators were valid and suitable for further analysis (SPSS Data Processing, Version 25, 2025).

Reliability testing using Cronbach's Alpha produced coefficients above 0.6 for all variables, 0.687 (Product Quality), 0.663 (Trust), 0.747 (Satisfaction), and 0.700 (Customer Loyalty), indicating that all instruments were reliable and consistent for measurement.

- b. Statistical Analysis, multiple linear regression analysis was conducted to determine the collective effect of product quality, trust, and satisfaction on customer loyalty. The resulting model was expressed as:

$$Y = -1.180 + 0.631X_1 + 0.185X_2 + 0.216X_3. (1)$$

This model shows that all three independent variables positively affect customer loyalty, with product quality exhibiting the strongest influence ( $\beta = 0.631$ ), followed by satisfaction ( $\beta = 0.216$ ) and trust ( $\beta = 0.185$ ).

The coefficient of determination ( $R^2$ ) was 0.630, with an adjusted  $R^2$  of 0.619, indicating that 61.9% of the variance in customer loyalty can be explained by the three independent variables, while the remaining 38.1% is influenced by other factors outside the model (SPSS Data Processing, Version 25, 2025).

- c. Classical Assumption Tests, normality testing through histogram and Normal P–P Plot demonstrated that residuals were symmetrically distributed, resembling a bell curve. The Kolmogorov–Smirnov test yielded an Asymp. Sig. (2-tailed) value of 0.200 ( $> 0.05$ ), confirming data normality.

Multicollinearity testing indicated no issue, as all tolerance values exceeded 0.10 and all VIF values were below 10. Similarly, heteroskedasticity testing using the Glejser method produced significance values of 0.682 ( $X_1$ ), 0.130 ( $X_2$ ), and 0.448 ( $X_3$ ), all above 0.05, indicating homoscedasticity.

### 3.5 Hypothesis Testing

- a. Partial Test (t-test), the partial test revealed that product quality ( $t = 9.845$ ,  $p = 0.000$ ), trust ( $t = 2.879$ ,  $p = 0.005$ ), and satisfaction ( $t = 3.584$ ,  $p = 0.001$ ) each exert a positive and significant effect on customer loyalty, as all t-values exceeded the critical value (1.664) and p-values were below 0.05. Therefore, all three hypotheses ( $H_1$ ,  $H_2$ ,  $H_3$ ) were accepted, confirming the individual significance of each independent variable.
- b. Simultaneous Test (F-test), the F-test yielded an F-value of 54.525, which exceeds the F-table value of 2.70, with a significance level of 0.000 ( $< 0.05$ ). Thus, the null hypothesis was rejected, and the alternative hypothesis accepted, indicating that product quality, trust, and satisfaction jointly exert a significant positive influence on customer loyalty at PT X (SPSS Data Processing, Version 25, 2025).

Overall, these findings suggest that PT X's ability to maintain high product standards, establish customer trust, and ensure satisfaction significantly strengthens loyalty within its customer base.

### 3.6 Discussion

The results of statistical analysis conducted using SPSS revealed a significant relationship between product quality, trust, and satisfaction toward customer loyalty at PT X. The following discussion provides a comprehensive interpretation of each relationship based on the empirical findings, supported by relevant theoretical and empirical literature.

The findings demonstrated that product quality exerts a significant effect on customer loyalty at PT X, as indicated by a  $t$ -value of 9.845 exceeding the  $t$ -table value of 1.664, with a significance level of  $0.000 < 0.05$ . This statistical evidence confirms that product quality significantly influences loyalty, leading to the rejection of the null hypothesis and acceptance of the alternative hypothesis. These results align with the findings of (Dora et al., 2021) who reported that product quality is the most dominant factor influencing customer loyalty. Similarly, (Naini et al., 2022) found that product quality has a positive and significant impact on loyalty. The underlying reason for this consistency is that customers tend to value safety, reliability, and credibility in the products they use. When a product meets or exceeds customer expectations in these aspects, the emotional attachment and repeat purchase intention strengthen, ultimately fostering brand loyalty.

The analysis further revealed that trust significantly affects customer loyalty, evidenced by a  $t$ -value of 2.879 surpassing the  $t$ -table value of 1.664, and a significance level of  $0.005 < 0.05$ . Consequently, the null hypothesis was rejected, and the alternative hypothesis accepted, indicating a positive and significant influence of trust on loyalty. This finding supports the theoretical

perspective of (Nofrizal et al., 2023), who asserted that trust is a fundamental element in establishing long-term relationships between companies and customers. As the degree of customer trust increases, so does their likelihood to repurchase and recommend the brand. The study's results also corroborate (Ramadhany & Supriyono, 2022), who found that trust significantly affects customer loyalty by creating emotional bonds that reinforce long-term commitment. Within the context of PT X, customers' trust in service quality, transparency, and reliability plays a pivotal role in sustaining and enhancing their loyalty.

In addition, the satisfaction variable exhibited a significant and positive effect on customer loyalty, as indicated by a *t*-value of 3.584, exceeding the *t*-table value of 1.664, and a significance level of  $0.001 < 0.05$ . These results confirm that customer satisfaction has a direct and substantial impact on loyalty. This conclusion aligns with the research conducted by (Thamrin et al., 2020), which demonstrated that satisfied customers are more likely to become loyal patrons. Satisfaction functions as a foundational element of loyalty because positive experiences encourage repeat purchases and continued preference for the same brand in future transactions. Numerous previous studies have consistently affirmed satisfaction as a crucial determinant in developing and maintaining customer loyalty.

When analyzed simultaneously, product quality, trust, and satisfaction collectively showed a significant effect on customer loyalty. The F-test results indicated an F-value of 54.525, which exceeds the F-table value of 2.70, with a significance level of  $0.000 < 0.05$ . These findings confirm the rejection of the null hypothesis and acceptance of the alternative, meaning that all three independent variables jointly and significantly influence customer loyalty. The collective impact of these variables suggests that loyalty is shaped not by a single factor but by the integration of perceived product excellence, trust, and customer satisfaction. When customers perceive high product quality, experience satisfaction, and trust the brand, their likelihood to remain loyal and repurchase increases. These findings correspond with the research of (Handayani et al., 2021), which established that product quality and satisfaction significantly affect loyalty, and with (Muharam et al., 2021), who found that trust positively and significantly influences both satisfaction and loyalty. Accordingly, improving product quality while maintaining customer trust and satisfaction constitutes an effective strategy for cultivating long-term loyalty.

### 3.7 Implications of the Findings

Given that product quality, trust, and satisfaction were found to have positive and significant effects on customer loyalty, several theoretical and managerial implications emerge from these findings.

First, enhancing product quality should be prioritized as a core strategic objective. The study confirmed that product quality has the most dominant influence on customer loyalty. Therefore, PT X must ensure consistent quality control from raw materials to production and final inspection. Consistency in product performance reinforces consumer trust and drives repeat purchases.

Second, building and maintaining customer trust is essential for sustaining long-term relationships. PT X should uphold transparency, honesty, and reliability in fulfilling its brand promises. Providing responsive and accountable customer service further strengthens customer perceptions of trustworthiness and dependability, contributing to sustained loyalty.

Third, improving customer satisfaction through valuable experiences should be central to every business interaction. This can be achieved by offering service excellence that exceeds customer expectations, ensuring smooth transactions, and introducing product innovations that enhance perceived value. Satisfied customers not only display higher retention rates but also act as brand advocates who recommend products to others.

Fourth, an integrated marketing strategy should be developed to combine product quality, trust-building, and satisfaction-oriented initiatives cohesively. Because the study found a simultaneous influence of all three variables on loyalty, marketing strategies must emphasize synergy between product excellence, credible communication, and service quality.

Lastly, theoretical and practical implications emerge for future research. Theoretically, the findings reinforce consumer behavior theories asserting that loyalty is shaped by the interplay among product quality, trust, and satisfaction. Practically, this study offers valuable insights for

other companies seeking to design effective strategies for customer retention in competitive markets.

In conclusion, this study underscores that customer loyalty is not the result of a single determinant but rather the synergistic outcome of maintaining superior product quality, fostering trust, and sustaining customer satisfaction. Strengthening these dimensions collectively provides a robust framework for achieving long-term competitive advantage and customer commitment.

#### 4. CONCLUSION

This study concludes that product quality, trust, and customer satisfaction each have a positive and significant effect on customer loyalty at PT X, both individually and simultaneously. Among these factors, product quality exerts the most dominant influence, confirming its role as the primary determinant of customer loyalty. This result aligns with previous studies confirming the dominance of product quality in shaping loyalty, and supports regarding trust's significant role. However, unlike their broader consumer market contexts, PT X's findings highlight the stronger effect of service interaction and product exclusivity typical of the automotive service sector. Trust enhances the emotional connection between customers and the company, while satisfaction serves as the mediating element that reinforces repeat purchasing behavior. The simultaneous influence of all three variables demonstrates that loyalty is not shaped by a single factor but rather by the synergy between product excellence, reliability, and positive customer experience. Therefore, maintaining consistent product quality, strengthening trust, and ensuring customer satisfaction are strategic priorities for sustaining long-term loyalty and competitiveness in the automotive service industry. Theoretically, this study extends customer loyalty models by integrating product quality and service experience as complementary drivers of trust and satisfaction. Practically, it provides guidance for automotive service practitioners to enhance loyalty through consistent quality, transparent communication, and superior service experience beyond local market boundaries.

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