

The Effect of Corporate Social Responsibility and Service Quality Perceptions on Customer Loyalty with Customer Satisfaction as an Intervening Variable

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Abstract: *This study aims to analyze the influence of the implementation of Corporate Social Responsibility perceptions and Service Quality on Customer Loyalty mediated by Customer Satisfaction at the University of Muhammadiyah Yogyakarta. The subjects in this study were active students at Muhammadiyah Yogyakarta University. The number of samples used was 165 respondents obtained by convenience sampling method. The analysis tool used is Structural Equation Modeling (SEM) with an alternative method of Partial Least Squares (PLS). based on the analysis that has been carried out, the results show that Corporate Social Responsibility has a significant positive effect on Customer Satisfaction and Customer Loyalty, Service Quality has a significant positive effect on Customer Satisfaction and Customer Loyalty, Customer Satisfaction has a significant positive effect on Customer Loyalty, and Customer Satisfaction mediates significantly Corporate Social Responsibility and Service Quality to Customer Loyalty.*

Keywords: Corporate Social Responsibility, Service Quality, Customer Satisfaction, Customer Loyalty

I. INTRODUCTION

The essence of all business is to create consumer loyalty. The customer loyalty referred to in this study is student loyalty. In realizing customer loyalty, each business has its own strategy, one of which is to form a vision and mission. Muhammadiyah University Yogyakarta has a vision and mission which is a manifestation of Corporate Social Responsibility and Service Quality which is used to create Customer Satisfaction to realize Customer Loyalty.

However, according to several other studies, Corporate Social Responsibility, Service Quality, and Customer Satisfaction have no effect in forming Customer Loyalty. According to (Anindita et al., 2021; Raza et al., 2020) Corporate Social Responsibility has no direct influence in forming Customer Loyalty. In the results of the study, it is stated that there are doubts that consumers will pay attention to the Corporate Social Responsibility run by the company or industry. Corporate Social Responsibility has no influence on Customer loyalty due to the Limited Liability Company Law. So it can be assumed that Corporate Social Responsibility activities are not special things that can trigger Customer Loyalty. Customer Loyalty is also not built with Service Quality, this statement is supported by research (Surahman et al., 2020) which states that there is no influence between Service Quality in forming Customer Loyalty. In the results of the study (Budiono&Sondang, 2014) Customer Satisfaction is not one of the factors in creating Customer Loyalty. This means that satisfied consumers do not necessarily have loyalty to the product or service that has been felt.

In contrast to the research (Islam et al., 2021) which states that Corporate Social Responsibility affects Customer satisfaction, (Muhajir &Indarwati, 2021) states that there is no influence between the two variables. In forming Customer Satisfaction, (Lesmana et al., 2021) stated that Service Quality is one of the factors, this is contrary to the results of research conducted by (Surahman et al., 2020). In his research, it is stated that there is no unidirectional relationship between the level of Service Quality and Customer Satisfaction. (Prashella et al., 2021) stated that Customer Satisfaction is unable to mediate the influence of Corporate Social Responsibility on Customer Loyalty.

Therefore, this study investigates the influence of CSR and Service Quality practices on consumer's behavior by introducing one mediation variable, namely Customer Satisfaction and a dependent variable, namely Customer Loyalty at the University of Muhammadiyah Yogyakarta. To test the proposed relationship, this study gathered active students of Muhammadiyah University of Yogyakarta from various majors as respondents with a predetermined number limit.

Introduction of the paper should explain the nature of the problem, previous work, purpose, and the contribution of the paper. The contents of each section may be provided to understand easily about the paper.

II. LITERATURE REVIEW

2.1 Corporate Social Responsibility (CSR)

Corporate Social Responsibility is a very important program practiced as a long-term investment. CSR practices have become an obligation for companies. (Raza et al., 2020) state that CSR plays an important role because it results in improved organizational performance, perceived customer value and competitive advantage.

Corporate Social Responsibility is a form of action that departs from the company's ethical considerations directed at improving the economy followed by improving the quality of life for employees and their families, as well as improving the quality of life of the surrounding community and the wider community (Islam et al., 2021). Corporate Social Responsibility has indicators, namely Work for sustainable society, Recognize as a trustworthy, Give adequate contributions to charities, Believe in ethical business.

2.2 Service Quality (SQ)

Khotler& Keller (2009) defines Customer Satisfaction as the feeling of pleasure or displeasure of a person or consumer that arises due to a comparison between the performance described by the product (result) and consumer expectations. (Dam & Dam, 2021) states that Customer Satisfaction is one of the important characters that managers should focus on. Another definition expressed by (Surahman et al., 2020) states the definition of Service Quality is how high the success rate of service is over what consumers expect. This definition focuses on the success rate of service in accordance with consumer expectations. Therefore, the quality of service will be good if the service performance can meet the needs and desires of consumers and meet consumer expectations.

2.3 Customer Satisfaction (CS)

Khotler& Keller (2009) defines Customer Satisfaction as the feeling of pleasure or displeasure of a person or consumer that arises due to a comparison between the performance described by the product (result) and consumer expectations. (Dam & Dam, 2021) states that Customer Satisfaction is one of the important characters that managers should focus on. Customer Satisfaction with a service is actually a difficult thing to obtain if the company or industry does not really understand what consumers expect. For services of the same quality, it can provide different levels of satisfaction for different consumers. Therefore, a company or industry must always pay attention to the quality of service provided to customers (Surahman et al., 2020).

2.4 Customer Loyalty (CL)

According to (Lesmana et al., 2021) Customer Loyalty is the positive behavior of consumers towards the products or services they get. The behavior is described by making the company or industry the first choice, recommending the company or industry to his family and friends, and telling good things about the company or industry providing the product or service.

(Raza et al., 2020) also argue that Customer loyalty is a trigger for consumers' willingness to recommend the company or industry to others. Customer Loyalty can be in the form of a permanent and significant attitude towards anything to things that can be in the form of brands, services, or products (Anindita et al., 2021).

III. INDENTATIONS AND EQUATIONS

3.1 Research Design

This research is a quantitative research with Confirmatory Factor Analysis method, SPSS and smartPLS test instrument. The Object of analysis is Muhammadiyah University of Yogyakarta. The sampling technique used is a non-probability sampling method with a convenience sampling type, and took a sample of 165 active students of Muhammadiyah University Yogyakarta.

3.2 Conceptual

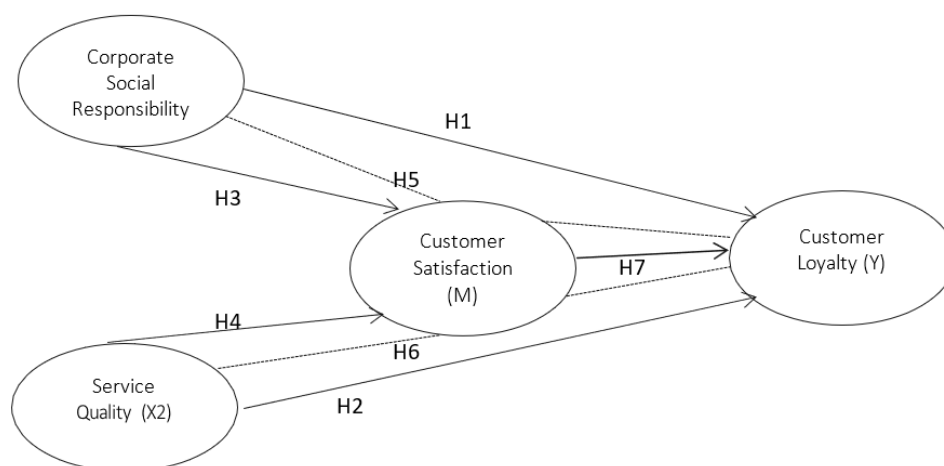


Figure 3.2.1

3.3 Hypotheses Development

3.3.1 The Effect of Corporate Social Responsibility (CSR) on Customer Loyalty (CL)

CSR is a practice that can increase customer satisfaction and lead to Customer Loyalty. According to (Islam et al., 2021) CSR has a significant influence on Customer Loyalty. This research is in line with (Anindita et al., 2021; Ashraf et al., 2017; Budiando& Antoni, 2022; Fitranadi et al., 2021). From the theory above, CSR has a significant positive effect on customer loyalty. So that the first hypothesis is stated as follows:

H1: Corporate Social Responsibility has a positive and significant effect on Customer Loyalty.

3.3.2 The effect of Service Quality (SQ) on Customer Loyalty (CL)

Service Quality is very important, especially for companies engaged in services. A service company is a company where the product is intangible but rather a product that can be felt the benefits (Kotler & Keller, Marketing Management, 2016). Besides being able to affect Satisfaction, Service Quality can also directly affect Customer Loyalty. In the results of the study (Lesmana et al., 2021) it was found that Service Quality is an important driver in the formation of Customer Loyalty. This research is in line with (Budiando& Antoni, 2022) which states that there is a significant positive influence between Service Quality and Customer Loyalty. From the description above, we can formulate a hypothesis as follows:

H2: Service Quality has a positive and significant effect on Customer

3.3.3 The Effect of Corporate Social Responsibility (CSR) on Customer Satisfaction

CSR is one of the practices of corporate accountability towards social. In Indonesia, CSR has been practiced by many companies, be it small-scale companies, national or even multinational-scale companies. As we know the company or business is not only known through its products. There are many company strategies in introducing and building good relationships between companies and consumers and the environment. In addition to corporate accountability practices towards social and environmental, CSR is also one of the marketing strategies in building Customer Satisfaction.

In research conducted by (Anindita et al., 2021; Ashraf et al., 2017; Budiando& Antoni, 2022; Islam et al., 2021) show that there is a significant positive influence between CSR practices and Customer Satisfaction. From the description is formulated the hypothesis as follows:

H3: Corporate Social Responsibility has a positive and significant effect on

3.3.4 The effect of Service Quality on Customer Satisfaction

In a business engaged in services, Service Quality is something that greatly affects Customer Satisfaction. This is in line with the research carried out by (Lesmana et al., 2021). Customer satisfaction is the fulfillment of consumer expectations with the performance or output of the company. In shaping customer satisfaction, the company (UMY) must improve the quality of its services. Improving the quality of service will go in the same direction as increasing customer satisfaction. this is supported by research conducted by (Budiando& Antoni, 2022; Subagiyo&Adlan, 2017). In his research, he analyzed that there is a significant direct influence between Service Quality and Customer Satisfaction. From the description is formulated the hypothesis as follows:

H4: Service Quality has a positive and significant effect on Customer Satisfaction

3.3.5 The Effect of Corporate Social Responsibility (CSR) on Customer Loyalty through Customer Satisfaction

The results of research conducted by (Ashraf et al., 2017) stated that there is a significant influence between Corporate social responsibility on Customer Loyalty and Customer Satisfaction as mediation. (Islam et al., 2021) in their research produced a statement that Customer Satisfaction is a mediation that affects the relationship between Corporate Social Responsibility and Customer Loyalty. This is in line with the theory on From the description is formulated the hypothesis as follows:

H5: Corporate Social Responsibility has a positive and significant effect on Customer Loyalty with Customer Satisfaction as an intervening variable.

3.3.6 The effect of Service Quality on Customer Loyalty through Customer Satisfaction

According to (Wayan Giana Kusumawathi& Putra Darmawan Ga Oka Suryawardani, 2019) one of the indicators in achieving Customer Satisfaction is Service Quality. Customer Satisfaction is very influential on Customer Loyalty. (Lesmana et al., 2021; Surahman et al., 2020) stated that there is a significant relationship between the variable Service Quality and Customer Loyalty mediated by Customer Satisfaction. From the description is formulated the hypothesis as follows:

H6: Service Quality affects Customer Loyalty with Customer Satisfaction as intervening variable.

3.3.7 The effect of Customer Satisfaction on Customer Loyalty

According to Kotler&Keller (2009) the key to the success of a business is to build close relationships by capturing or meeting consumer needs both unvoiced and voiced. An unvoiced need is a consumer expectation of the company's performance. High Customer Satisfaction results from meeting consumer expectations. When consumers feel satisfied, a close relationship will be formed. This is in line with research conducted by (Ashraf et al., 2017) which states that there is a significant relationship between Customer Satisfaction and Customer Loyalty. (Lesmana et al., 2021; Surahman et al., 2020; Wirawan, 2020) also stated the same in his research. From the description is formulated the hypothesis as follows:

H7: Customer Satisfaction has a significant positive effect on Customer Loyalty

IV. RESULTS AND DISCUSSION

A. Table1.OuterLoadingCSR

Construct	Indicator/Items	Correlation	Information
<i>Corporate Social Responsibility</i>	<i>Work for sustainable society</i>		
	UMY conducts social services	0,618	<i>Valid</i>
	UMY empowers students	0,789	<i>Valid</i>
	UMY organizes many positive activities to improve the quality of individual students	0,800	<i>Valid</i>
	UMY organizes many positive activities to increase student independence	0,699	<i>Valid</i>
	<i>Recognize as a trustworthy</i>		
	You believe that UMY can fulfill its responsibilities to you	0,774	<i>Valid</i>
	You believe that UMY will fulfill your rights as a student	0,754	<i>Valid</i>
	<i>Give adequate contributions to charities</i>		

UMY often organizes charity activities	0,649	Valid
UMY provides many scholarship	0,640	Valid
<i>Belive in teethical business</i>		
UMY's vision and mission are in line with Islamic law	0,736	Valid
UMY's Vision and Mission are in line with the law	0,748	Valid
UMY implements the Go Green Campus program	0,694	Valid

Showsthattheindicatorofeachconstructgivesagoodconvergentvalidityvalueofabove0,50.

B. Table2.OuterLoadingSQ

Construct	Indicator/Items	Correlation	Information
<i>Service Quality</i>	<i>Reliability</i>		
	UMY always operates in accordance with schedule	0,572	Valid
	UMY always fulfills student needs	0,780	Valid
	Employees have good accuracy or accuracy in delivering information (reliable)	0,795	Valid

	<i>Responsiveness</i>		
	Employees are fast in serving student needs	0,798	Valid
	Students are easy to express their problems to the campus	0,794	Valid
	UMY is swift in responding to student problems	0,840	Valid
	<i>Assurance</i>		
	UMY provides services with good quality	0,828	Valid
	UMY employees are updated with information related to with students	0,763	Valid
	UMY employees are polite to students	0,827	Valid
	UMY employees are friendly to students	0,815	Valid
	<i>Empathy</i>		

	UMY employees are able to listen to student complaints	0,780	Valid
	UMY employees give individual attention to students who experience problems	0,765	Valid
	<i>Tangible</i>		
	UMY has complete and high-tech facilities	0,773	Valid
	UMY employees use neat clothes	0,665	Valid
	UMY building has attractive design	0,724	Valid
	UMY has a clean environment	0,644	Valid

Shows that the indicator of each construct gives a good convergent validity value of above 0,5

C. Table3.Outer Loading CS

Construct	Indicator/Items	Correlation	Information
<i>Customer Satisfaction</i>	You are happy because you are taking higher education at UMY	0,828	Valid
	The quality of UMY matches your expectations before becoming a UMY student	0,897	Valid
	The quality of UMY exceeds your expectations before becoming a UMY student	0,825	Valid
	You tell positive things about UMY	0,813	Valid

Shows that the indicator of each construct gives a good convergent validity value of above 0,50.

D. Table4.OuterLoadingCL

Construct	Indicator/Items	Correlation	Information
Customer Loyalty	You recommend UMY to others as a good university	0,920	Valid
	UMY is your best choice of university	0,912	Valid

Shows that the indicator of each construct gives a good convergent validity value of above 0,5

E. Table5.CompositeReliabeldanCronbachAlpha

	Composite Reliability	Cronbach Alpha
CSR	0,922	0,906
SQ	0,957	0,951
CS	0,906	0,862
CL	0.912	0.808

Constructs are declared reliable if the value of Composite reliability and Cronbach alpha is above 0,60 (Ghozali, 2014). It can be concluded that all constructs have high reliability, which is above 0,80.

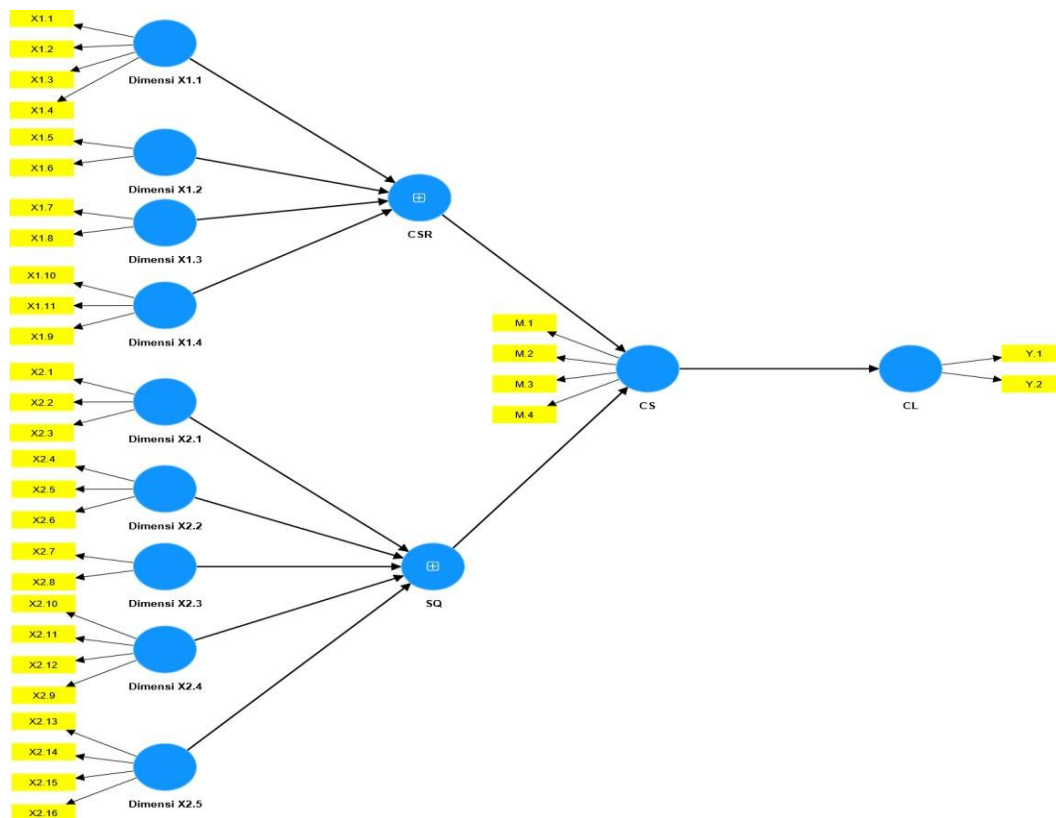


Figure2: Smart PLS complete Model

F. Table7.Total Inderect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
CSR->CL	0,240	0,244	0,077	3.114	0,002
SQ->CL	0,385	0,383	0,075	5,136	0,000

There is a positive and significant influence between CSR and CL .This is shown by the greater T count than the tableT(3,114>1,974) which results in that H1is accepted.

There is a significant positive influence between SQ and CL. This conclusion is obtained from the greater result of T count than T table, namely T count>Ttableor5.136

>1.974(H2accepted).

G. Table8.PathCoefficients

	Original sampel (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
CSR->CS	0,304	0,309	0,096	3,149	0,002
SQ-> CS	0,488	0,485	0,091	5,392	0,000
CS->CL	0,789	0,790	0,031	25,489	0,000

There is a significant positive influence between CSR and CS. This is shown by the greater T count than the T table (3,149 > 1,974) which results in that H3 is accepted. There is a significant positive influence between SQ and CS. This is shown by the greater T count than the table T (5,392 > 1,974) which results in that H4 is accepted. CS has a significant effect on CL. This is shown by the greater T count than the T table (25,489 > 1,974) which results in that H7 is accepted.

H. Table9.SpecifcInderectEffect

	Original sampel(O)	Sample mean(M)	Standard deviation(STDEV)	T statistics	P values
CSR->CS-> CL	0,240	0,244	0,077	3,114	0,002
SQ-> CS-> CL	0,385	0,383	0,075	5,136	0,000

CSR affects CL with CS as an intervening variable. This is shown by the greater T count than the T table (3,114 > 1,974) which results in that H5 is accepted. SQ affects CL with CS as the intervening variable. This is shown by the greater T count than the T table (5,136 > 1,974) which results in that H6 is accepted.

V. CONCLUSION

Based on data analysis and hypothesis testing that has been carried out, testing 7 hypotheses with active student subjects of the University of Muhammadiyah Yogyakarta, the results of the research were obtained as follows:

1. Corporate Social Responsibility has a significant positive effect on Customer Loyalty
2. Service Quality has a significant positive effect on Customer Loyalty
3. Corporate Social Responsibility has a significant positive effect on Customer Satisfaction
4. Service Quality has a significant positive effect on Customer Satisfaction
5. Corporate Social Responsibility has a significant positive effect on Customer Loyalty mediated by Customer Satisfaction
6. Service Quality has a significant positive effect on Customer Loyalty mediated by Customer Satisfaction
7. Customer Satisfaction has a significant positive effect on Customer Loyalty

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