

# THE EFFECT OF SERVICE QUALITY AND EMOTIONAL CLOSENESS TO CLIENT LOYALTY AT STIFIn MEDAN

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## ABSTRACT

The objective of this research was to establish whether client loyalty at STIFIn Medan is influenced by service quality and emotional closeness. The sample of this study was 133 respondents. Sampling using random sampling namely the determination of samples that provide equal opportunities for each member of the population to be sampled. using multiple regression tests to analyze data and the coefficient of determination (R<sup>2</sup>) to assess hypotheses, partial test (t test), and simultaneous test (F test), while data processing using SPSS 22. The results showed that partially service quality and emotional closeness affect client loyalty, and simultaneously service quality and emotional closeness affect client loyalty.

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## 1. INTRODUCTION

Service companies from year to year are increasingly becoming a concern. This can be seen from the intense competition in service quality and promotion. In a highly competitive environment, the most important thing for service companies to survive is customer satisfaction, which leads to increased loyalty to dominate the market. The company strives to make the client experience more satisfied by offering higher offerings and services. consequently, companies maintain their market position amidst increasingly fierce market competition. one of the ways that can be done is to develop methods to maintain consumer loyalty by providing better deals so that company control should be able to pay attention to satisfaction in accordance with the wishes of the client. In addition, emotional closeness is also important to create loyalty. In carrying out its business, STIFIn Medan is a service company that wants to provide the best service and an emotional approach to its clients. STIFIn Medan is a service company that serves a person's aptitude test. Through this test, a person can find out his ability or intelligence. This test can also provide millions of information about a person, ranging from physique, strengths and weaknesses, partner, chemistry, body metabolism, learning style, professional abilities, work style, and how to be successful in life. In the midst of intense competition in business activities in the same industry, every company realizes the importance of maintaining consumer loyalty so that its consumers do not move to competitors which has an impact on decreasing its market share. Customer loyalty can be said to be customer loyalty to a product, both in the form of physical products and services [1]. When customers are loyal to a company, they will buy and use its products repeatedly [2]. It is obvious that outstanding Service Quality is an effort to fulfill the wishes and dreams of consumers and the timeliness of withdrawal to balance consumer expectations. Good service has an impact on consumer satisfaction which leads to repeat purchases which means increased sales. Good service can create customer satisfaction and loyalty and contribute to distance from competitors [3]. In addition, emotional closeness is also the key to trust, which involves a person's readiness to perform a certain behavior in a certain way, believing the that company will give him what he expects [4]. The results of previous research conducted by [5] revealed that partial customer value has a positive effect on customer loyalty, and emotional closeness significantly influences customer loyalty.

## 2. LITERATURE REVIEW

### Quality of Service

Service Quality is an assessment of customers or consumers regarding the service of the products or services they receive with the desired or expected level of service [6].

Service quality is the ability of a company to provide services that can make customers feel satisfied according to their needs and desires [7].

Service quality is an effort made by way of the corporation to meet the expectations of its clients. Service quality emphasizes more components of patron pleasure provided by companies that offer

services, the achievement of a company engaged within the carrier area relies upon at the excellent offerings supplied [8].

**Emotional Closeness**

Emotional closeness is understood as positive feelings and attitudes of consumers that can affect loyalty levels [1]. Emotional closeness is the relationship between the customer and the company with interest, closeness, and love [4]. Emotional is a feeling that arises within an individual and is a response to external stimuli that motivates a person to act [9].

**Loyalty**

Customer loyalty means the loyalty of parties who use services or products each for his or her personal needs and as an intermediary for the desires of other parties to reserve from the company in the long time by means of buying and the usage of products or services again and again, voluntarily recommending the corporation's products and services to their colleagues [10]

Consumer loyalty is defined as a consumer's effort to remain loyal to a product based on their awareness, strong perception of quality, satisfaction, and pride, followed by repeat purchases [11].

Loyalty is an emotional thing. To get a person's loyal attitude, many factors influence him [12].

**3. METHOD**

The questionnaire in this study was given to 200 clients as respondents, this study used quantitative descriptive analysis methods. There were three questionnaire instruments in this study, namely service quality, emotional closeness and loyalty.

This research was conducted in STIFIn Medan Jl.Garu II A No.44D,Kec.Medan Amplas Medan City-North Sumatera Utara 20147. The study time starts from March to May.

**Sampling technique**

The research sample was taken using the Slovin technique with the following formula:

$$n = \frac{N}{1+Ne^2}$$

Information:

n : Number of Samples

N : Population Size

e : Estimated Error rate 5%

$$\begin{aligned} N &= \frac{200}{1+200(0,05)^2} \\ &= \frac{200}{1+200(0,0025)^2} \\ &= \frac{200}{0,5} \\ &= \frac{200}{1,5} \\ &= 133 \end{aligned}$$

With a population of 200 people and an estimated error rate of 5%, The sample size in this research is 133 people.

**Research Data Type**

Primary data sources are obtained from observations and data from filling out questionnaires on clients in STIFIn Medan. Secondary data are obtained from external research sites such as the internet and libraries.

Table 1. Operational Definition of Research Variables

No	Variable	Definition	Indicators	Size
1	Quality of Service (X1)	Good service quality is one of the elements that can affect customer satisfaction [13].	1. Stipulation of service time 2. Service accuracy 3. Politeness and friendliness 4. Ease of getting services [14]	Likert
2	Emotional Closeness (X2)	The emotional approach is a connection between the customer and the company with attraction, closeness, and love [4].	1. Creating and maintaining good relationships 2. Positive behavior and supportive behavior	Likert

3	Loyalty (Y)	Customer loyalty is a reaction that is closely related to commitment as the basis of continuity of the relationship and is usually reflected in consistent and repeat purchases [15].	3. Having empathy and sympathy for others [14]. 1. Make recurring purchases 2. Referring others 3. Talk about positive things to others 4. Shows immunity to pull from competitors [14].	Likert
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### Measurement Scale

The scale used in this measurement is the Likert scale. To reduce the impact of bias and the occurrence of concentration of data during analysis, the scale used can be seen in the following table:

Table 2. Scale

No	Question	Score
1	Disagree Strongly (STS)	1
2	Disagreed (TS)	2
3	Disagree Less (KS)	3
4	Agreed (S)	4
5	Totally Agreed (ST)	5

### Data Analysis Techniques

Process the data results in this study using validity and reliability analysis test, results of multiple linear regression tests, determination coefficient (R<sup>2</sup>), simultaneous tests (f tests), and persial tests (t-tests). While the software used to process data is spss 22.

### Hypothesis test

#### 1. Koefisien Determinasi (R<sup>2</sup>)

The magnitude of the model's capabilities to explain the dependent variable is essentially measured by the coefficient of determination (R<sup>2</sup>). The higher the value of the coefficient of determining (close to one), the bigger the effect of the independent variable (X) on the dependent variable (Y). If the coefficient is known and it is known how much influence the independent variable has on the dependent variable, then the coefficient of determination (kd) is used with the following formula :

$$Kd = r^2 \times 100\%$$

Information:

Kd = coefficient of determination or how far the change in variable Y is used by variable X.

r<sup>2</sup> = Square of the correlation coefficient

#### 2. Simultaneous Test (F test)

To test the hypothesis of this research, a simultaneous test (F test) is used, this test is carried out to see the influence of service quality and emotional proximity on simultaneous loyalty, the test was carried out at a 95% confidence level or an error rate of  $\alpha = 0.05$  (5%), with the following criteria :

1. If  $F_{\text{calculate}} \leq F_{\text{table}}$ , then H<sub>0</sub> is accepted H<sub>1</sub> is rejected, meaning that simultaneously this study has no effect
2. If  $F_{\text{calculate}} > F_{\text{table}}$ , then H<sub>0</sub> is rejected H<sub>1</sub> is accepted, meaning that simultaneously this study has an effect
3. Partial Test (t-test)

A Partial test (t-test) aims to see the influence of service quality and emotional closeness on client loyalty, with the criteria:

1. If  $F_{\text{calculate}} \leq F_{\text{table}}$ , then H<sub>0</sub> is accepted H<sub>1</sub> is rejected, meaning that partially this study has no effect
2. If  $F_{\text{calculate}} > F_{\text{table}}$ , then H<sub>0</sub> is rejected H<sub>1</sub> is accepted, meaning that partially this study has an effect

Conduct a t-test to test the effect of each independent variable with the following hypothesis :

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Information:

r = Pearson correlations found

n = Number of samples

t =  $t_{\text{calculate}}$  which is then consulted with  $t_{\text{table}}$

### Conceptual framework

Based on the description above, the research framework can be built as follows :

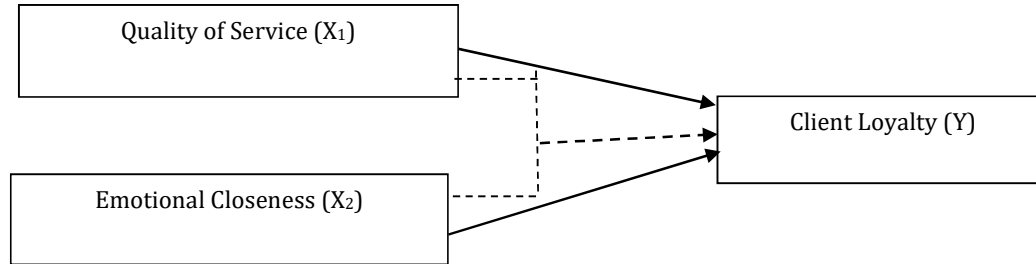


Figure 1. Conceptual framework

Information :

- > The effect of a partially independent variable on the dependent variable
- - - - -> The effect of a simultaneous independent variable on the dependent variable

## 4. RESULT AND DISCUSSION

### Validity and Reliability Test Results

#### a. Validity Test

A validity test is used to see the validity of the instrument used in the study. The instrument is said to be valid if  $r_{\text{count}} > r_{\text{table}}$ . The results of the validity of each research variable statement are as follows :

Table 1. validity test

Variable	Instruments	Validity Score		Conclusion
		$r_{\text{hitung}}$	$r_{\text{tabel}}$	
Quality of Service (X1)	X1.1	0.894	0.1710	Valid
	X1.2	0.893	0.1710	Valid
	X1.3	0.891	0.1710	Valid
	X1.4	0.869	0.1710	Valid
	X1.5	0.846	0.1710	Valid
	X1.6	0.898	0.1710	Valid
	X1.7	0.893	0.1710	Valid
Emotional Closeness (X2)	X2.1	0.830	0.1710	Valid
	X2.2	0.887	0.1710	Valid
	X2.3	0.923	0.1710	Valid
	X2.4	0.920	0.1710	Valid
	X2.5	0.897	0.1710	Valid
Client Loyalty (Y)	Y.1	0.791	0.1710	Valid
	Y.2	0.832	0.1710	Valid
	Y.3	0.854	0.1710	Valid
	Y.4	0.860	0.1710	Valid
	Y.5	0.879	0.1710	Valid
	Y.6	0.862	0.1710	Valid
	Y.7	0.875	0.1710	Valid

Result of validity test using SPSS when considering each variable instrument of service quality (X1), Emotional Closeness (X2), and Client Loyalty (Y) have a  $r_{\text{table}}$  of 0.1710 thus it can be concluded that as a whole the statement instruments of the three variables are all valid.

#### b. Reliability Test

Reliability testing is carried out to ensure that the tools used are reliable, consistent and stable if used repeatedly at different times. The tool is declared reliable if the calculated Cronbach's alpha value >

Cronbach's alpha tolerance (0.6). The result of checking the reliability can be seen that :

Table 2. Reliability test

No	Variable	Cronbach's Alpha Value	Conclusion
1	Quality of Service (X1)	0.805	Reliabel
2	Emotional Closeness (X2)	0.824	Reliable
3	Cient Loyalty (Y)	0.800	Reliabel

Based on the table of statistical reliability test results above shows that the value of Cronbach's alpha of all variables > 0.6, then the research data is said to be reliable.

### Linier Regression Test Results

This test was conducted to determine the effect of service quality (X1), Emotional Closeness (X2), and Client Loyalty (Y) at STIFIn Medan. The following is a table of multiple linier regression test results for each variable :

Table 3. multiple linier regression test results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.170	1.214		2.610	.010
	Total_x1	.235	.076	.228	3.105	.002
	Total_x2	.917	.097	.689	9.404	.000

a. Dependent Variable: Total Y

Based on the results of the multiple linear regression test above, the multiple linear regression equation is obtained as follows:

$$Y = 3,170 + 0,235X_1 + 0,917X_2$$

In the multiple linear regression model, the value of the Client Loyalty constant is 3,170, That is, if the independent variables (X1 and X2) are 0, the bind variable (Y) is 3.170. The regression coefficient of each independent variable is positive, meaning that Client Loyalty in STIFIn Medan can be influenced by service quality and emotional closeness.

### Hypothesis Testing

a. Coefficient of Determination (R<sup>2</sup>)

The Coefficient of Determination (R<sup>2</sup>) aims to measure how much the ability of the independent variable is in explaining the dependent variable. The coefficient of determination can be seen in the table below :

Table 4. coefficient of determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.888 <sup>a</sup>	.789	.785	1.97959

a. Dependent Variable: Client Loyalty

b. Predictors : (Constant), Quality of Service, Emotional Closeness.

The coefficient of determination (R<sup>2</sup>) obtained of 0.789 or 78.9% indicates that the variables of service quality (X1), emotional closeness (X2) are able to explain the variations that occur in client loyalty (Y) at STIFIn Medan.

b. Simultaneous Test (Test F)

Table 5. Simultaneous Test (Test F)

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1901.370	2	950.685	242.597	.000 <sup>b</sup>

Residual	509.442	130	3.919
Total	2410.812	132	

- a. Dependent Variable: Total\_Y  
b. Predictors: (Constant), Total\_x2, Total\_x1

Looking at the table, we can see that the  $F_{\text{calculate}}$  value is 242.597 > from the  $F_{\text{table}}$  value of 2.67, and the significance value is 0.000 < from the alpha value of 0.05. Subsequently, the decision made is rejected by  $H_0$  and accepted by  $H_1$ . The acceptance of  $H_1$  shows that the independent variable consisting of service quality (X1) and emotional closeness (X2) is able to explain the dependent variable (Y). Thus, the variables of service quality and emotional closeness simultaneously have a positive and significant effect on client loyalty to STIFIn Medan.

c. Partial Test (t test)

Table 6. t test  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(constant)	3.170	1.214		2.610	.010
	X1	.235	.076	.228	3.105	.002
	X2	.917	.097	.689	9.404	.000

a. Dependent Variable: Client Loyalty

Based on the whole table, it can be seen that:

1. The  $t_{\text{count}}$  value for the service quality variable is 3.105 >  $t_{\text{table}}$  1.978 and an extraordinary value of 0.002 < alpha 005, then  $H_0$  is rejected and  $H_1$  is accepted, so that the service quality variable has a positive and significant effect on client loyalty.
2. The  $t_{\text{count}}$  value for the emotional closeness variable is 9.404 >  $t_{\text{table}}$  1.978 and a significance value of 0.000 < alpha 0.05 then reject  $H_0$  and accept  $H_1$ , so that the emotional closeness variable partially has a positive and significant effect on customer loyalty.

## Discussion

The result of testing the first hypothesis show that the variables of service quality (X1) and emotional closeness (X2) are able to explain variations that occur in client loyalty at STIFIn Medan, this is evidenced by the coefficient of determination ( $R^2$ ) value of 0.789 or 78.9%.

The results of the second hypothesis test show that the variables of service quality (X1) and emotional closeness (X2) simultaneously have a positive and significant effect on client loyalty to STIFIn Medan, this is evidenced by the  $F_{\text{calculate}}$  value of 242,597 > from the  $F_{\text{table}}$  value 2.67 significance value 0.000 < alpha value 0.05. The result of this study are in accordance with the results of research conducted by [5] entitled The Effect of Customer Value, Service Quality and Emotional Closeness on Loyalty, research results show that simultaneously service quality and emotional closeness have a positive effect on loyalty.

The results of testing the third hypothesis show that partially the Service quality and emotional closeness have a positive influence. The results of this study are in accordance with the research [16] entitled The Effect of Customer Value, Service Quality and Emotional Closeness on Loyalty, the results of his research show that service quality and emotional closeness have a positive and significant effect.

## 5. CONCLUSION

Simultaneously, the variables of service quality and emotional closeness have a positive and significant effect on client loyalty at STIFIn Medan. Partially, the variables of service quality and emotional closeness have a positive and significant impact on client loyalty at STIFIn Medan.

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