

Regular article

The Effect of Service Quality and Omnichannel Marketing on Customer Loyalty Through Customer Satisfaction on the Apple Brand in Medan City

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ABSTRACT

This study aims to determine and analyze the effect of service quality and omnichannel marketing on customer loyalty through customer satisfaction with the Apple brand. This type of research is associative research using quantitative data. The population in this study was Apple product users at Ibox Plaza Medan Fair, Ibox Manhattan Times Square Medan, and Ibox Mall Deli Park, with a sample of 180 respondents. The sampling technique used was purposive sampling with the criteria of respondents who had used Apple products for at least two months and used various shopping channels (web, application, marketplace, physical stores). Data were analyzed using the Structural Equation Modeling method with the Smart PLS version 4.0 analysis tool. The results of the study showed that direct service quality and omnichannel marketing have a positive and significant effect on customer satisfaction and customer loyalty, customer satisfaction has a positive and significant effect on customer loyalty. In the results of the study, indirectly, service quality and omnichannel marketing have a positive and significant effect on customer loyalty through customer satisfaction.

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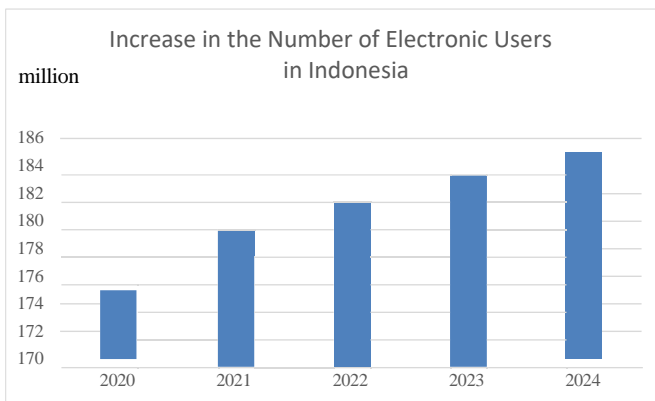
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Introduction

In the era of globalization, everyone is required to have a forward-thinking mindset, embracing the continuously evolving knowledge, technology, information, and communication in daily life, which is marked by rapid changes in all fields, especially information technology. Hernandez (2021) states that technology is not limited only to physical tools such as computers or smartphones, but also includes information systems and networks that enable global communication and collaboration. According to Brynjolfsson & McAfee (2021), technology has undergone a significant acceleration in innovation; the digital era has brought profound transformation across various sectors. The development of information and communication technologies, including the internet and social media, has enabled people to connect and share information instantly across the world.

Electronics is one of the most dynamic sectors, with its development heavily influenced by technological trends such as Artificial Intelligence (AI), the Internet of Things (IoT), and cloud computing, which are increasingly transforming the way people interact with their devices. According to Zhang et al. (2022), modern electronics play a crucial role in realizing the concept of "smart devices," which include smartphones, wearable devices, and systems. They note that advanced sensor and semiconductor technologies have become key drivers of this development. Today, electronics is rapidly evolving, driven by the demand for smart technology, energy efficiency, and connected devices that integrate multiple disciplines such as AI, IoT, and automation. The increase in the number of electronic users in Indonesia can be seen in Figure 1.



Source: BPS (Badan Pusat Statistik) (2024)

Figure 1 Diagram of the Increase in Electronic Usage

The use of electronics in Indonesia shows a positive trend and continues to grow, with a significant impact on various aspects of life. From communication to education, entertainment, shopping, and business, electronic technology has become an integral part of society. This data visualization provides an overview of the development that can assist in planning and strategy for purchasing electronic products. Electronic usage includes a wide range of devices and technologies used in daily life, such as computers, smartphones, tablets, televisions, laptops, and other electronic tools. The top 10 brands in Indonesia can be seen in Figure 2.



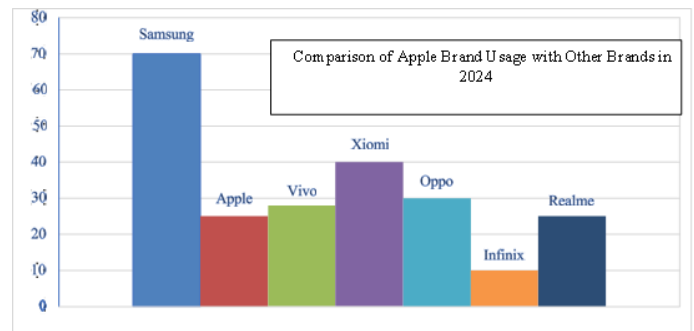
Source: Top Brand Index (2024)

Figure 2 2024 Top Brands Ranking Chart

According to the Brand Index report (2024), the most popular brand today is Apple, with a brand value of \$1,000.2 billion—the highest recorded. Apple is one of the world’s largest technology companies, known for its product innovation, elegant design, and a highly integrated ecosystem of devices and services. Founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne, Apple has grown into a highly influential company in the tech industry with its flagship products. Ponciano (2022) highlights Apple as one of the most valuable brands in the world for many years. Apple has maintained its position at the top

through a marketing strategy focused on exclusivity, premium product design, and a seamlessly integrated product ecosystem. Apple offers a variety of products such as the iPhone, iPad, MacBook, AirPods, Apple Watch, Apple Music, and Apple TV.

Apple faces intense competition in Indonesia’s technology market, particularly in terms of pricing, with Chinese brands offering more competitively priced products. To strengthen its position, Apple must continue to innovate and expand its distribution network as well as its after-sales services in Indonesia. With the presence of both local and global players, the market competition is highly competitive. Apple has grown from a small garage-based company into one of the world's largest tech giants. Despite challenges in terms of price and accessibility, Apple remains a symbol of quality, exclusivity, and innovation for consumers who value a premium user experience. Further details can be seen in Figure 3 below:



Source: Databoks.katadata.co.id (2024)

Figure 3 Comparison of Apple Brand with Other Brands

According to data released in 2024 in Indonesia, approximately 70 million users use the Samsung brand, 25 million use Apple, 28 million use Vivo, 40 million use Xiaomi, 30 million use Oppo, 10 million use Infinix, and 25 million use Realme. The total projected number of smartphone users for these brands in 2024 is estimated to reach 228 million. Apple's consistent product quality is one of the main factors strengthening customer loyalty. Customer loyalty is not only related to repeat transactions but also includes advocacy and referrals, where customers not only purchase but also recommend the brand to others (Homburg et al., 2023). Personalized customer experiences, especially on online platforms, are key factors in building sustainable customer loyalty (Kumar & Shah, 2020). Apple’s customer loyalty is among the strongest in the technology industry, driven by various interconnected factors, highly recognized for its premium product quality, integrated ecosystem, and consistent innovation. However, there are challenges related to customer loyalty phenomena that may affect Apple’s market position, including increasing price competition and the impact of

periodic innovation.

Based on the description above, this is what motivates the researcher to study the existing phenomenon related to Apple iPhone products. Given this phenomenon, the researcher is interested in conducting a study entitled "The Influence of Service Quality and Omnichannel Marketing on Customer Loyalty Through Customer Satisfaction for the Apple Brand in Medan City".

Literature Review

Customer Behavior

Consumer behavior has become a structured part of strategic market planning and is a key aspect that marketers need to understand and utilize to encourage consumers to purchase the products or services they offer. According to Sumarwan (2020), consumer behavior can be defined as the behavior exhibited by consumers in searching for, purchasing, using, evaluating, and disposing of products or services. It also involves actions directly related to consuming, acquiring, and spending products or services, including the initial decision-making process through to carrying out these actions. Kotler & Keller (2022) state the following about consumer behavior:

"Research on consumer behavior explores how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants". This means that research on consumer behavior explores how individuals, groups, and organizations choose, purchase, use, and evaluate goods, services, ideas, or experiences to fulfill their needs and desires.

Digital Technology

According to Musnaini et al. (2020), digital technology refers to technology that no longer relies on human labor or manual processes, but instead tends to use automated operations through computer systems or formats readable by computers. A digital system uses sequences of numbers to represent information. Organizations that successfully undergo digital transformation can adapt more quickly to market changes and consumer needs (Kinsey & Company, 2023). With ongoing technological advancements, this perspective may continue to evolve alongside discoveries and trends in the field of digital technology.

Customer Loyalty

According to Kotler & Keller (2021), loyalty is a deeply held commitment to repurchase or continue supporting a preferred product or service in the future, despite situational influences and marketing efforts that may cause customers to switch. This definition is reinforced by Tjiptono (2022), who states that customer loyalty means the customers' faithfulness to a brand and supplier based on very positive attitudes toward long-term purchasing. Kumar & Reinartz (2020) define

customer loyalty as a customer's commitment to repeatedly purchase a specific product or service despite situational pressures and marketing efforts from competitors. Loyalty is not only about repeat purchases but also about positive attitudes and a deep emotional connection between customers and the brand. According to Curatman et al. (2020), customer loyalty can be fostered by building consumer loyalty and increasing sales profit through providing incentives or rewards to customers, aiming to enhance loyalty by rewarding repeated purchases.

Customer Satisfaction

According to Kotler et al. (2021), customer satisfaction is the feeling of pleasure or disappointment someone experiences after comparing the perceived performance (results) of a product against their expectations. Consumers feel satisfied when their desires are fulfilled by the company, according to what is expected. When a product provides added value, customers become more satisfied, and the likelihood of them remaining loyal to that product for a long time increases significantly. Tjiptono et al. (2020) state that customer satisfaction or dissatisfaction is the comparison between consumer expectations and their perceptions of the actual service interaction. Nugraha & Sumadi (2020) explain that customer satisfaction originates from a psychological state influenced by emotions related to the customer's experience. This indicates that emotional aspects also play an important role in satisfaction.

Service Quality

According to Arianto (2018), service quality can be defined as focusing on meeting needs and requirements, as well as the timely fulfillment of customer expectations. Service quality applies to all types of services provided by a company while clients are at the company. According to Kotler & Keller (2016), "quality is the completeness of features of a product or service that can satisfy a need." Kasmir (2017) defines service quality as actions or behaviors by an individual or organization aimed at providing satisfaction to customers or employees. Meanwhile, Aria & Atik (2018) state that service quality is an important component that must be considered in delivering excellent service quality. Service quality is the central point for companies because it influences customer satisfaction, and customer satisfaction arises when service quality is delivered well.

Omnichannel Marketing

Gartner (2022) defines omnichannel marketing as an approach that enables seamless interactions across multiple channels. Companies need to create an ecosystem that allows customers to easily switch between channels, for example, from a mobile app to a physical store, without losing data or the context of previous interactions. Omnichannel marketing is a marketing strategy focused on providing a consistent and integrated experience to customers through various channels (both

online and offline). The shift from offline or online communication to omnichannel online and offline presents the need for new ways of communication connectivity (Shi et al., 2020). This omnichannel marketing strategy is an advanced stage of multichannel marketing, allowing users to track developments in real-time (Lidya & Karyanto, 2020). The company’s omnichannel strategy becomes highly relevant because it involves the coordination and synchronization of e-commerce, e-commerce platforms, and physical stores (Guo et al., 2022).

Drawing from the literature review and prior studies, a conceptual framework can be developed. Sugiyono (2016) defines the conceptual framework as a representation of the research variables and how theories connect to the variables being investigated, specifically the independent and dependent variables. The conceptual relationships between these variables will be described as follows:

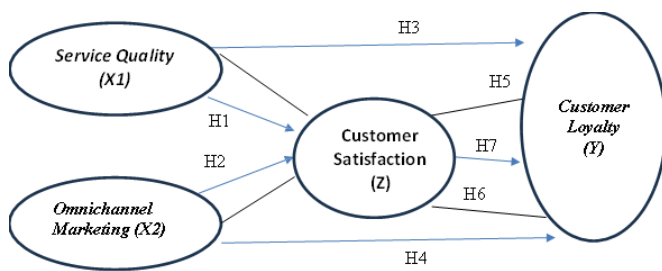


Figure 4 Conceptual Framework

Methodology

Research Population and Sample

Population is a group of identifiable elements (such as people, products, organizations) that are of interest to the researcher and related to the information problem (Hair et al., 2021). Determining the population is an important stage in research. The population can provide useful information or data for a study. In this research, the population consists of Apple product users in Medan City. In this study, the sample is taken using a non-probability sampling design. According to Situmorang (2024), non-probability sampling is a sampling technique that does not provide equal chances/opportunities for each element or member of the population to be selected as a sample. The sampling technique used is judgmental/purposive sampling, where participants are selected based on the individual’s experience and belief that they meet the research requirements (Hair et al., 2021). Judgmental sampling can be described as a sampling technique based on predetermined criteria. In this study, the sample criteria are Apple product users residing in Medan who have been using Apple products for approximately 2 months.

Sample size is often determined using a less formal approach. One way is to base the sample size on the number of questions in a questionnaire. The practical rule is five respondents for each question

asked (Hair et al., 2021). In this research questionnaire, there are a total of 36 items. Therefore, the sample size for this study is 180 respondents (36 items x 5 respondents). Based on this result, the number of respondents to be used as the sample in this study is 180. Additionally, in this study, Apple users are divided based on those who have subscribed to one of five Apple platforms: iOS, macOS, iCloud, tvOS, and Apple Music. Hence, the total sample will be divided into five subgroups, each consisting of 36 respondents (180 total respondents / 5), who have subscribed to one of the platforms: iOS, macOS, iCloud, tvOS, and Apple Music.

Data analysis

In this study, using Structural Equation Model data analysis, with the help of the Partial Least Squares software. SEM (Structural Equation Modeling) is widely used in various fields of science and developed as a way out of various difficulties that occur in multivariate analysis and functions to examine one or two variables simultaneously against the dependent variable. Latan (2012) in Haryono (2017) said that the structural equation model (Structural Equation Modeling) is a second-generation multivariate analysis technique that combines analysis factors and paths so that researchers can test and estimate simultaneously the relationship between multiple exogenous and endogenous variables with many indicators. The structural equation model (Structural Equation Modeling) is a second-generation multivariate technique that allows researchers to test the relationship between complex variables, both recursive and non-recursive, to obtain a comprehensive picture of the entire model (Haryono, 2017).

Research Result

Descriptive Analysis Results

Analysis of Respondents' Characteristics Based on Research Location

This research was conducted at Ibox Plaza Medan Fair, Ibox Manhattan Times Square Medan, and Ibox Mall Deli Park. The data is presented in the form of the number of respondents to provide an overview of the observed locations, as shown in the following table:

Table 1 Distribution of Respondents' Characteristics Based on Research Location

| Place | Number of Respondents | Percentage |
|-----------------------------------|-----------------------|-------------|
| Ibox Plaza Medan Fair | 60 | 33,3 |
| Ibox Manhattan Times Square Medan | 60 | 33,3 |
| Ibox Mall Deli Park | 60 | 33,3 |
| Total | 180 | 100% |

Source: Research Results, 2025 (processed data)

Based on the table above, the characteristics of respondents based on the research location show that 60 respondents (33.3 percent) were from

Ibox Plaza Medan Fair, 60 respondents (33.3 percent) were from Ibox Manhattan Times Square, and 60 respondents (33.3 percent) were from Ibox Mall Deli Park.

Analysis of Respondents' Characteristics Based on Demographics

The analysis of respondent characteristics presents data based on gender, age, occupation, type of Apple product owned, monthly income, purchase frequency, duration of product usage, and media used for purchasing. The data are presented in the form of frequency and percentage out of a total of 180 respondents, to provide a demographic overview and observed purchasing behavior patterns, as shown in Table 2 below:

Table 2 Distribution of Respondents' Characteristics Based on Demographics

| Description | Category | Number of Respondents | Percentage |
|---|---|-----------------------|-------------|
| Gender | Female | 123 | 68% |
| | Male | 57 | 32% |
| Age | Total | 180 | 100% |
| | 17 – 20 years | 15 | 8% |
| Occupation Description | 21 – 25 years | 82 | 46% |
| | 26 – 30 years | 46 | 25% |
| | 31- 35 years | 37 | 21% |
| | Total | 180 | 100% |
| Gender Age Occupation | College Students | 19 | 10% |
| | Self-Employed | 50 | 29% |
| | Private Employees | 72 | 40% |
| | Civil Servants | 17 | 9% |
| | Teachers | 17 | 9% |
| | Not Working | 5 | 3% |
| Description | Total | 180 | 100% |
| | 0 | 11 | 6% |
| | < Rp. 500.000 | 4 | 2% |
| | Rp. 500.000 - Rp. 1.000.000 | 9 | 5% |
| | Rp. 1.000.000 - Rp. 3.000.000 | 32 | 19% |
| | Rp. 3.000.000 - Rp. 5.000.000 | 82 | 45% |
| | > Rp. 5.000.000 | 42 | 23% |
| | Total | 180 | 100% |
| Frequency of product purchases | 1x | 90 | 50% |
| | 2x | 70 | 38% |
| Frequency Length of time of product use | 3x | 11 | 6% |
| | More than 3 times | 9 | 5% |
| | Total | 180 | 100% |
| Frequency of product purchases | 2 Months | 8 | 4% |
| | 3 Months | 10 | 6% |
| Frequency Length of time of product use | More than 3 Months | 162 | 90% |
| | Total | 180 | 100% |
| Use of purchasing media | Check products online, buy in physical stores | 38 | 21% |
| | Check products in physical stores, buy online on the Ibox website | 10 | 6% |
| | Physical Store (Ibox Store) | 56 | 31% |
| | Ibox Website | 9 | 5% |
| | Check out Online, Pick up in Store Ibox | 64 | 35% |
| | Marketplace, select: Shopee, Tokopedia | 3 | 2% |
| | Total | 180 | 100% |

Source: Research Results, 2025 (processed data)

Based on the data in Table 4.3 on Respondent Characteristics, the majority of respondents are female, totaling 123 individuals (68%), while male respondents amount to 57 individuals (32%). This percentage indicates that Apple product users are predominantly female. This may be because women tend to pay more attention to aesthetics and functionality when choosing products like Apple. Although Apple product usage is dominated by females, male users also use Apple

products due to the high quality and performance offered by Apple, which appeals to tech-savvy male users.

The age category shows that the most respondents from Ibox Plaza Medan Fair, Ibox Manhattan Times Square Medan, and Ibox Mall Deli Park Medan fall within the 21–25 age range, with 82 individuals (46%) of the total respondents. The second most common age group is 26–30 years old with 46 individuals (25%), followed by 31–35 years old with 37 individuals (21%), and 17–20 years old with 15 individuals (8%). This data indicates that the majority of Apple product users come from the younger age group, particularly those aged 21–25. This trend is influenced by factors such as a strong brand image, social status associated with ownership, and features that align with their lifestyle, such as high-quality cameras and user-friendly interfaces. Additionally, many young consumers perceive Apple products like the iPhone as symbols of trendiness and prestige.

The occupation category indicates that most respondents are private employees, totaling 72 individuals (40%), followed by entrepreneurs with 50 individuals (29%), students with 19 individuals (10%), civil servants with 17 individuals (9%), educators with 17 individuals (9%), and unemployed individuals with 5 (3%). These results suggest that private employees form the largest occupational group among respondents, likely due to their high interest in trying new products and the ease of using Apple products.

The monthly income category shows that the largest group of respondents earns between IDR 3,000,000 – IDR 5,000,000, with 82 individuals (45%). This is followed by respondents earning more than IDR 5,000,000 (42 individuals or 23%), those earning between IDR 1,000,000 – IDR 3,000,000 (32 individuals or 19%), those earning IDR 500,000 – IDR 1,000,000 (9 individuals or 5%), and those with no income (11 individuals or 6%). This income pattern reflects that most Apple product buyers fall into the middle-to-upper income category, suggesting that purchasing Apple products is adjusted based on income levels and consumer needs.

The product purchase frequency category shows that 90 respondents (50%) have made a purchase once, 70 respondents (38%) have made purchases twice, 11 respondents (6%) have purchased three times, and 9 respondents (5%) have made purchases more than three times. The fact that most respondents purchased only once reflects the product durability, consumer trust, perceived value, user experience, and aspirational aspects associated with Apple products.

The duration of product usage shows that 162 respondents (90%) have used Apple products for more than three months, 10 respondents (6%) for three months, and 8 respondents (4%) for two months. This indicates that the majority of respondents have used Apple products for more than three months, suggesting they have substantial product

experience.

The shopping media used shows that 64 respondents (35%) checked the product online and then bought it in a physical store; 56 respondents (31%) purchased directly at a physical store (Ibox Store); 38 respondents (21%) bought through the Ibox website; 10 respondents (6%) checked the product at the physical store and then bought it online; 9 respondents (5%) checked out online and picked up the product in-store; and 3 respondents (2%) bought through marketplaces such as Shopee or Tokopedia.

These percentages reflect that consumers tend to use multiple shopping channels to gather information before making a purchase. Online research allows customers to compare prices and read reviews before confirming a purchase in-store. Conversely, physically inspecting a product allows for interactive engagement before deciding to buy online, possibly due to discounts or availability on digital platforms. Similarly, many consumers still prefer to buy directly from physical stores, highlighting the importance of in-person interaction with the product and receiving direct service from Apple staff.

The data accumulation in Table 2 indicates that the majority of respondents are adult females with high shopping frequency and a medium-level budget for purchasing Apple products at Ibox Plaza Medan Fair, Ibox Manhattan Times Square Medan, and Ibox Mall Deli Park Medan. The most frequently used shopping media is a combination of online search and offline purchase, indicating that customers still value the in-person experience before purchasing Apple products. Product availability and promotional discounts were also revealed by most respondents as significant factors influencing their decision to buy from these Ibox locations.

Hypothesis Test Results

Hypothesis testing is used to explain the direction of the relationship between dependent and independent variables. The hypothesis test is conducted by examining the p-value and the t-statistic. For the probability value and p-value with a 5% alpha level, the criterion is < 0.05. The critical t-table value for a 5% alpha is 1.653. Therefore, the criteria for accepting or rejecting the hypothesis are as follows: Ha is accepted and H0 is rejected if the t-statistic > t-table value of 1.653. When using probability to accept or reject the hypothesis, Ha is accepted if the p-value < 0.05 (Ghozali & Latan, 2020). All hypotheses are tested using the Partial Least Squares (PLS) method, assessing both direct and indirect effects, and the results can be seen in the following Table 3.

Table 3 Path Coefficient Results

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O /STDEV) | P Values | Hypothesis |
|---|---------------------|-----------------|----------------------------|--------------------------|----------|------------|
| <i>Direct Effect</i> | | | | | | |
| Service Quality (X1) -> Customer Loyalty (Y) | 0.283 | 0.287 | 0.122 | 2.327 | 0.020 | Accepted |
| Service Quality (X1) -> Customer satisfaction (Z) | 0.480 | 0.478 | 0.098 | 4.912 | 0.000 | Accepted |
| Omnichannel Marketing (X2) -> Customer Loyalty (Y) | 0.331 | 0.329 | 0.101 | 3.270 | 0.001 | Accepted |
| Omnichannel Marketing (X2) -> Customer satisfaction (Z) | 0.375 | 0.380 | 0.100 | 3.749 | 0.000 | Accepted |
| Customer satisfaction (Z) -> Customer Loyalty (Y) | 0.299 | 0.298 | 0.110 | 2.712 | 0.007 | Accepted |
| <i>Indirect Effect</i> | | | | | | |
| Service Quality (X1) -> Customer satisfaction (Z) -> Customer Loyalty (Y) | 0.144 | 0.145 | 0.065 | 2.208 | 0.027 | Accepted |
| Omnichannel Marketing (X2) -> Customer satisfaction (Z) -> Customer Loyalty (Y) | 0.112 | 0.112 | 0.049 | 2.273 | 0.023 | Accepted |

Source: Research Results, 2025 (processed data)

Discussion

The Effect of Service Quality on Customer Satisfaction

Theoretically, service quality plays a crucial role in enhancing customer satisfaction, with various service elements interacting to create a positive experience that ultimately leads to customer loyalty. Companies that focus on improving service quality are better able to compete in the market and achieve long-term success. Therefore, companies need to implement good service quality because when customers feel valued and well-served, they tend to feel more satisfied. Thus, it can be concluded that the better the service quality at Apple outlets in Ibox Plaza Medan Fair, Ibox Manhattan Times Square Medan, and Ibox Mall Deli Park Medan, the higher the customer satisfaction will be.

Based on the hypothesis testing results, the effect of service quality on customer satisfaction has a path coefficient of 0.480 with a t-statistic of 4.912 (which is greater than the t-table value of 1.653) and a significance value of 0.000 (which is less than 0.05). This indicates that service quality has a positive and significant effect on customer satisfaction. The hypothesis test is accepted because it supports the existence of a positive and significant relationship between service quality and customer satisfaction. In other words, if the service quality

received is high, customer satisfaction will increase significantly, and vice versa.

The Effect of Omnichannel Marketing on Customer Satisfaction

Omnichannel marketing integrates various marketing channels to create a consistent experience for customers. Research shows that implementing this strategy can enhance customer satisfaction. Omnichannel marketing is defined as an integrated sales experience that combines the strengths of physical stores with the information-rich experience of online shopping. Purchases made through omnichannel marketing differ from traditional purchasing behaviors by utilizing multiple channels simultaneously, blurring the lines between the research and buying stages (Zaware et al., 2021).

Based on the hypothesis testing results, the effect of omnichannel marketing on customer satisfaction has a path coefficient of 0.375, with a t-statistic of 3.749 (greater than the t-table value of 1.653) and a significance value of 0.000 (less than 0.05). This indicates that omnichannel marketing has a positive and significant effect on customer satisfaction. The hypothesis is accepted because it supports the existence of a positive and significant relationship between omnichannel marketing and customer satisfaction. In other words, if omnichannel marketing is well-integrated, customer satisfaction will increase significantly, and conversely, poor integration can reduce satisfaction.

The Effect of Service Quality on Customer Loyalty

High service quality increases customer satisfaction, which in turn enhances customer loyalty (Choudhury & Kar, 2021). High service quality is a key factor in building and maintaining customer loyalty. Companies that focus on improving service quality will not only experience an increase in customer satisfaction but also customer loyalty and retention. High service quality creates a positive experience for customers. When customers are satisfied with the service they receive, they are more likely to return and make repeat purchases. Consistent service quality builds trust between customers and the company. Customers who believe they will receive good service tend to be more loyal and are willing to recommend the company to others.

Customer loyalty is formed when consumers consistently choose a brand as their primary choice and engage in repeat purchases over the long term (Nguyen et al., 2022; Pandey et al., 2020; Rizan et al., 2020). In the context of e-retailing, customer loyalty is measured by the frequency of positive reviews, sharing promotions, and the intention to continue transacting and recommending the brand digitally (Pandey et al., 2020). Other indicators include whether the platform becomes the top choice in its product category and is regarded as the best retailer (Vijay et al., 2019).

The Effect of Omnichannel Marketing on Customer Loyalty

According to Gartner (2023), companies that effectively implement omnichannel marketing strategies experience improvements in customer retention. Customers who have a positive experience across various channels are more likely to make repeat purchases and recommend the brand to others. Omnichannel marketing creates a consistent customer experience across all touchpoints, and customers who experience seamless interactions across channels are more likely to remain loyal to the brand.

Based on the results of the hypothesis test, the effect of omnichannel marketing on customer loyalty has a path coefficient value of 0.331, with a t-statistic of 3.270 (which is greater than the t-table value of 1.653) and a significance value of 0.001 (which is less than 0.05). This indicates that omnichannel marketing has a positive and significant effect on customer loyalty. The hypothesis is accepted, as it supports the existence of a positive and significant relationship between omnichannel marketing and customer loyalty. In other words, when omnichannel marketing is well-integrated, customer loyalty significantly increases, and conversely, poor integration can lead to a decrease in loyalty.

The Effect of Service Quality on Customer Loyalty Through Customer Satisfaction

Service quality is an essential aspect that must be maintained by every individual working in a company. Customer perceptions in evaluating service quality suggest that their subjective assessment of service experience has a greater impact than objective measures of quality. This means that how customers feel and evaluate the service they receive plays a more decisive role in determining their satisfaction and loyalty than standardized service benchmarks (Kyeongmin & Byungjoon, 2023). High-quality service effectively encourages customers to make repeat purchases. On the other hand, poor service quality can lead to customer dissatisfaction. Therefore, efforts to improve service quality systems are crucial to maintaining business continuity. These improvement efforts not only strengthen customer loyalty but also contribute to overall customer satisfaction. In short, delivering excellent service is closely linked to customer satisfaction, which in turn drives loyalty to the product or service.

Based on the results of this study, service quality has an indirect effect on customer loyalty through customer satisfaction, with a path coefficient of 0.144, a t-statistic of 2.208 (greater than the t-table value of 1.653), and a significance value of 0.027 (less than 0.05). Therefore, service quality has a positive and significant effect on customer loyalty through customer satisfaction. This indicates that when service quality is high, customer loyalty increases significantly through the mediating role of customer satisfaction, and conversely, poor service quality can reduce satisfaction and ultimately lower loyalty.

The Effect of Omnichannel Marketing on Customer Loyalty Through Customer Satisfaction

Chen et al. (2022) emphasize the importance of collaboration in omnichannel marketing to enhance customer loyalty. An effectively integrated shopping experience can improve customer satisfaction, which serves as a mediator in this relationship. According to Natarajan & Ramanan (2023), integrated service quality within the omnichannel marketing experience can enhance customer retention. Omnichannel marketing has proven effective in increasing customer satisfaction, which in turn contributes to customer loyalty. By focusing on channel integration and positive customer experiences, companies can build stronger and more sustainable relationships with their customers.

Based on the results of this study, omnichannel marketing has an indirect effect on customer loyalty through customer satisfaction, with a path coefficient of 0.112, a t-statistic of 2.273 (greater than the t-table value of 1.653), and a significance value of 0.023 (less than 0.05). Thus, omnichannel marketing has a positive and significant effect on customer loyalty through customer satisfaction. This indicates that when omnichannel marketing is well-integrated, customer loyalty significantly increases through enhanced customer satisfaction, and conversely, poor integration may reduce both satisfaction and loyalty.

The Effect of Customer Satisfaction on Customer Loyalty

Customer satisfaction is one of the fundamental factors that significantly influences customer loyalty. Customer satisfaction is the result of a positive evaluation by customers regarding their experience in using a product or service (Koay et al., 2022). When customer expectations are met—or even exceeded—they tend to feel satisfied. This satisfaction creates a positive emotional response that strengthens the emotional bond between the customer and the brand, which in turn motivates repeat purchases (Keller & Kotler, 2017). Satisfied customers are more likely to trust the quality and consistency of the products or services they use, reinforcing their intention to remain loyal to the brand (Santoso & Napitupulu, 2018).

Based on the hypothesis testing results, the effect of customer satisfaction on customer loyalty shows a path coefficient of 0.299, with a t-statistic of 2.712 (greater than the t-table value of 1.653), and a significance value of 0.007 (less than 0.05). This indicates that customer satisfaction has a positive and significant effect on customer loyalty. The hypothesis is accepted, as the findings support a positive and significant relationship between customer satisfaction and customer loyalty. In other words, when customer satisfaction increases, customer loyalty also increases significantly—and vice versa.

Brand image is a sign or symbol in the form of words, images, or a combination of both that gives a special identity to a product (Latief et al., 2022). Brand image can create a positive impression of a product

through advertisements involving famous artists or figures, which ultimately increases the attractiveness of consumers to choose the product. Brand image shows a role in influencing consumer purchase decisions (Kausuhe et al., 2021), (Maulana & Marista, 2021 and (Latief et al., 2022).

Conclusions

Based on the results of this study, the following conclusions can be drawn:

1. Service Quality has a positive and significant effect on Customer Satisfaction. This means that when the service quality provided is high, customer satisfaction will significantly increase. Conversely, if service quality is low, customer satisfaction will also significantly decrease.
2. Omnichannel Marketing has a positive and significant effect on Customer Satisfaction. This indicates that when omnichannel marketing is well-integrated, customer satisfaction will significantly increase. On the other hand, poor integration of omnichannel marketing will lead to a significant decrease in customer satisfaction.
3. Service Quality has a positive and significant effect on Customer Loyalty. This implies that the higher the service quality, the greater the increase in customer loyalty. Conversely, poor service quality will lead to a significant decline in customer loyalty.
4. Omnichannel Marketing has a positive and significant effect on Customer Loyalty. This means that effective integration of omnichannel marketing results in a significant increase in customer loyalty, while poor integration results in a significant decrease.
5. Service Quality has a positive and significant effect on Customer Loyalty through Customer Satisfaction. In other words, high service quality increases customer loyalty significantly through improved customer satisfaction. Conversely, low service quality leads to a significant decrease in loyalty through reduced satisfaction.
6. Omnichannel Marketing has a positive and significant effect on Customer Loyalty through Customer Satisfaction. This shows that when omnichannel marketing is effectively implemented, it leads to increased customer satisfaction, which in turn enhances customer loyalty. Conversely, poorly implemented omnichannel strategies lower both satisfaction and loyalty.
7. Customer Satisfaction has a positive and significant effect on Customer Loyalty. This means that increased customer satisfaction leads to significantly higher customer loyalty, and vice versa—lower satisfaction results in a decrease in loyalty.

For future research, it is recommended that the study not only focus on the relationship between Service Quality and Customer Loyalty but also consider other factors that may influence loyalty, such as emotional attachment, perceived value, or specific dimensions of omnichannel

marketing, such as personalized experiences. Future researchers are also encouraged to conduct comparative studies with retailers other than Apple that implement similar omnichannel systems and service quality management. Such comparisons could provide broader insights and enrich the analysis in subsequent studies.

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