

## THE IMPACT OF PRICE, SERVICE QUALITY AND TRUST ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION IN AUTOMOTIVE INDUSTRY

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**Abstract:** Increased mobility has influenced business development in the automotive sector, especially vehicle maintenance services. This development is different from the increase in business revenue in vehicle maintenance. This study aims to determine the effect of price, service quality and customer trust on customer loyalty through customer satisfaction. This research uses quantitative methods using probability sampling techniques with a simple random sampling approach. The number of samples in this study was 210 respondents. The data collection technique used a questionnaire and was analysed using Smart PLS. The results of this study indicate that price, service quality and customer trust significantly affect customer loyalty through customer satisfaction. Price have significant impact in customer satisfaction, it can be a reference to determining a price strategy and services quality that are affordable and better than competing companies.

**Keywords:** *customer loyalty, customer satisfaction, customer trust, price, service quality*

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### 1. Introduction

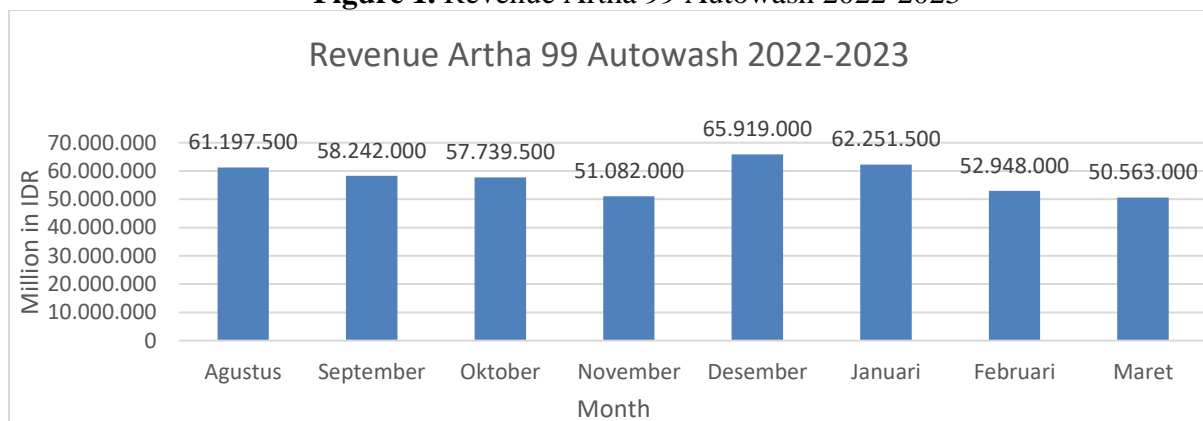
The development of the times significantly influences people's mobility needs. Increased mobility indirectly affects people's need for transport in daily activities (Fisabilillah, 2021). This has resulted in transport manufacturers continuing to innovate in creating efficient and environmentally friendly means of transport (Mudawamah, 2020). In addition, the need for higher mobility also affects the increasing demand for personal transport, especially cars (Wijaya, 2021). Quoted from the Central Bureau of Statistics (2022), the Indonesian Ministry of Transportation stated that in 2022, the number of cars in Indonesia reached 141.99 million units, with the highest number in West Java (3.8 Million), DKI Jakarta (3.7 Million), and East Java (2.0 Million).

The increasing number of cars in Indonesia can be a profitable business opportunity. One of them is the car wash service industry, which has overgrown and has become a new necessity for the community in vehicle maintenance (Wicaksono, 2021). However, competition in this service business is also getting more challenging. According to Fithoni (2023), one of the efforts to win the competition in the car care business is to provide good service and the right price. This will impact customer satisfaction when using vehicle maintenance services, especially car washes (Fithoni, 2023).

Artha 99 Autowash is one of the companies engaged in the automotive industry, namely car maintenance or washing, located in Sidoarjo. The services provided include regular, premium, polishing, and coating. Artha 99 Autowash has a strategy for creating customer loyalty by providing a membership programme; if the customer makes a transaction or performs vehicle maintenance ten times, they will get one free treatment.

In addition, there is a 5% discount programme for 2023 if customers are willing to put Artha 99 Autowash stickers on the rear glass. The role of price is currently significant to increase sales and profits of the company. Prices can affect competition between companies and the company's ability to influence customer satisfaction. The phenomenon at Artha 99 Autowash is that every time there is a discount, Artha 99 Autowash experiences an increase in sales turnover. In contrast, the company's sales turnover stagnates and even decreases when the discount has reached the specified time. The decline in turnover at Artha 99 Autowash is shown in Figure 1, wherein in 2022-2023, the turnover of Artha 99 Autowash has decreased and even remained. The decreasing turnover at Artha 99 Autowash is an internal problem that can interfere with company productivity. The researcher suspects this turnover decline is due to the high competition around the Artha 99 Autowash location.

**Figure 1.** Revenue Artha 99 Autowash 2022-2023



The results of interviews conducted by researchers with Artha 99 Autowash customers revealed that the price set by the company was based on the quality and facilities obtained so that customers were satisfied and carried out routine vehicle maintenance once a week. Problems with customer satisfaction will arise if one of the factors is not fulfilled, for example, with poor service or prices that do not meet consumer expectations. The existence of a match between price and service can create satisfaction for customers (Aulia & Hidayat, 2020). This differs from the research of Shamsudin et al. (2020) and Wiratama et al. (2021), who found that price does not affect customer satisfaction. According to Tjiptono (2019), customer satisfaction is the perception of the performance of the selected product or service that can meet or exceed expectations before making a purchase. Thus, price and service quality can be factors that influence customer satisfaction.

Service quality can affect customer satisfaction in buying the company's goods or services. Service quality focuses on fulfilling customer needs and balancing customer expectations (Ofela, 2020). Artha 99 Autowash has a strategy for customer satisfaction by providing good service quality, such as comfortable waiting room facilities and free snacks. These facilities are provided so that customers can rest while the car is being washed. Then, there are prayer room facilities so customers who come after work can do vehicle maintenance while worshipping in

the prayer room. In addition, other facilities provided by Artha 99 Autowash are toilets and spacious parking. Not only facilities the quality of service maintained by Artha 99 Autowash is polite human resources and maintenance results that meet customer expectations. The facilities and services provided by Artha 99 Autowash are able to provide satisfaction for customers, such as not feeling bored while waiting, and the results of treatment are to customer desires.

High customer trust is also a factor that predicts customers will be satisfied or loyal to the services used. Lau and Lee (2020) state that trust involves the willingness and confidence of individuals that a company can provide what is expected in accordance with the value of the transaction provided. In increasing customer trust, Artha 99 Autowash applies clear SOPs to all employees, has honest and trustworthy employees, and takes responsibility in the event of vehicle damage caused by negligence from Artha 99 Autowash employees. Customer trust behaviour towards Artha 99 Autowash is shown by customers who leave or leave their vehicles during maintenance. Then, there is the delivery service, where customers want their vehicles picked up and delivered to their homes for maintenance. A delivery service system will be provided to customers with a domicile within a radius of 3km from Artha 99 Autowash. This shows that if one party trusts the other, it will be possible to form positive behaviour and goodwill. Therefore, when a customer trusts a particular product or service, the customer feels satisfaction and intends to repurchase the product or service.

Affordable prices and good service quality lead to increased customer trust in Artha 99 Autowash. In addition, the price and quality of service according to customer expectations also increase customer satisfaction at Artha 99 Autowash. Cahyanti's research (2020) results state that if customer satisfaction has been obtained, consumer loyalty will be formed perfectly. The strategy implemented by Artha 99 Autowash can be the right strategy to build customer trust and increase customer loyalty. According to Wijaya (2020), increasing consumer loyalty requires high trust to use the products/services the company offers. The phenomenon at Artha 99 Autowash aligns with research by Zhong and Moon (2020), who found that service and the quality of the physical environment positively affect customer satisfaction. This is supported by Wicaksono (2021), who states that good service quality will encourage customers to use services again so as to create customer loyalty. In addition, customer loyalty can also be influenced by product availability factors, service store location, price and promotion (Harianto et al., 2021), and tangible and intangible factors (Livano & Harianto, 2023).

Furthermore, the results of research by Ananda & Rachmawati (2022) state that service quality, price and trust have a positive effect partially and simultaneously on customer satisfaction. This is in line with research conducted by Ali et al. (2021), who found that customer satisfaction significantly mediates the relationship between service quality, price, environment, and customer loyalty. Thus, price, service quality, and trust can be predictors of increasing customer satisfaction and loyalty

Based on the background description that has been submitted, the researcher has a goal to improve and create a sustainable business for Artha 99 Autowash. So, the researcher wants to test the effect of Price, Service Quality and Customer Trust on Customer Loyalty through Customer Satisfaction at Artha 99 Autowash.

## **2. Literature Review**

### **2.1. Price**

Price is a specific aspect of utility or usefulness required in obtaining service, such as money or other things (Tjiptonono, 2019). According to Pramudita et al. (2022), price is the value

of money determined by the seller of goods or services that the buyer must pay to get a product or service so that it can meet needs. Then, in setting prices, Maharani & Alam (2022) state that pricing is the primary strategy in a company and global competition to get consumers. In addition, in determining prices, according to Kotler & Armstrong (2009; in Permatasari and Wahyuningsih, 2020, four price indicators must be met, namely price compatibility with benefits, price affordability, price competition, and price compatibility with quality.

## **2.2. Quality Service**

According to Rahardjo & Yulianto (2022), service quality is perfection that maximises customer desires. This is supported by Ali et al. (2021), where service quality is a benchmark between customer service expectations and customer perceptions of perceived service quality. In addition, Rosalina et al. (2021) state that service quality is the main factor in increasing customer satisfaction. Then, according to Parasuraman, Zeithaml, & Berry (1998; (Yuhardi et al., 2022), to improve service quality, five indicators need to be considered: tangible, reliability, responsiveness, assurance, and empathy. Thus, improving good service quality can provide opportunities for companies to attract customer attention.

## **2.3. Customer Trust**

According to Arif (2020), customer trust is a cognitive component of psychological factors consisting of beliefs, suggestions, intuition, authority, experience, and existing evidence. Supertini et al. (2020) state that customer trust comes from customers' knowledge and conclusions about the objects, attributes and benefits of a product or service. In maintaining customer trust, there are five indicators: competence, integrity, and benevolence (Luarn & Lin, 2003; Evalina & Tardan, 2022).

## **2.4. Customer Satisfaction**

According to Tjiptono (2019), customer satisfaction is the perception that the performance of the selected product or service can meet or exceed expectations before making a purchase. Sumarsid and Paryanti (2022) state that customer satisfaction is a person's pleasure or displeasure that arises after comparing expectations and performance results of a product or service. According to Tjiptono (2015; Efendi & Lubis, 2022), customer satisfaction indicators include the suitability of the expected service, interest in repurchasing, and willingness to recommend.

## **2.5. Customer loyalty**

According to Tjiptono (2019), loyalty is the ideal situation expected by the company, where customers will have a positive attitude towards the services used, accompanied by consistent repeat purchases. According to Prestasyawati et al. (2021), customer loyalty is a firmly held commitment to make transactions, repurchases or reuse of products or services regardless of situational influences and marketing efforts that have the potential to switch to other products or services. Muhtarom et al. (2022) state that customer loyalty is a commitment to a brand, goods, or services by paying attention to several positive aspects of long-term purchases. According to Kotler & Keller (2016; in Andri et al. 2022), indicators of customer loyalty are repeat purchases, retention, and referrals.

## **2.6. Hypothesis Development**

### ***Effect of price on customer satisfaction***

Price is the value determined to get the goods or services needed. Determining the right price can provide satisfaction for customers. According to Ismanto (2020), affordable prices can provide a sense of satisfaction for customers in buying products or services. This is because customers feel that the goods or services used have a price that suits their needs and is helpful. This is supported by Akbar et al. (2021); customers will feel satisfied when the performance of a product or service matches their expectations. The research results by Alvianna et al. (2021) show that determining the quality provided to customers following the quality will increase customer satisfaction with the company. Thus, it is predicted that price can affect customer satisfaction.

**H1 = price affects customer satisfaction.**

#### ***Effect service quality on customer satisfaction***

Services that are of quality and follow the needs and desires of customers can lead to customer satisfaction with the products or services offered by the company. The research results by Wicaksono & Kusomo (2021) show that service quality positively affects customer satisfaction in car washing at OTO Wash. According to Gopi and Samat (2020), several service quality factors affect customer satisfaction, such as facilities, service procedures, responsiveness, timeliness of service, and empathy in offering products or services. This is important because when customers are satisfied with the services of a company, customers will make repeat purchases and recommend them to others.

**H2 = Service quality affects Customer Satisfaction.**

#### ***Effect of customer trust on customer satisfaction***

Customer trust has a direct influence on customer satisfaction. Previous research shows that customer trust significantly affects customer satisfaction (Cahyono & Fahmi, 2022; Wahyuni et al., 2022). According to Saputra and Antonio (2021), companies can build customer trust through quality service so that customers increasingly believe in using the products or services offered. Thus, customer satisfaction with the product or service will also increase when customer trust increases.

**H3 = Customer trust affects Customer Satisfaction.**

#### ***Effect customer satisfaction on customer loyalty***

Customer satisfaction can add value to customer loyalty. When customers are satisfied, it will increase the potential for repeat purchases and recommend products to others. Previous research results show that customer satisfaction positively and significantly affects customer loyalty (Dewi et al., 2021; Panday & Nursal, 2021). In line with previous research, Naini et al. (2022) state that high customer satisfaction will impact customer loyalty to the company. This is because customers who are satisfied with the product or service of a company will become loyal customers.

**H4 = Customer satisfaction affects Customer Loyalty.**

#### ***Effect between price and customer loyalty through customer satisfaction***

Price can create customer satisfaction so that customers become loyal to the company. This is evidenced by previous research, which shows that price positively and significantly affects customer loyalty through customer satisfaction (Dewi & Budiarti, 2021; Hariono & Marlina, 2021). In line with the results of this study, Nofindri et al. (2021) state that customer satisfaction



is an intervening variable that can connect the effect of the price variable to have a significant effect on customer loyalty.

**H5 = Customer price affects Customer Loyalty through customer satisfaction**

***Effect between service quality and customer loyalty through customer satisfaction***

Customer loyalty to the company is influenced by physical factors, reliability, responsiveness, assurance, and empathy through customer satisfaction (Astuti et al., 2021). Customer perceptions of service quality will affect customer loyalty if customer satisfaction is met. This is evidenced by previous studies showing that service quality has a positive and significant effect on customer loyalty through customer satisfaction (Subawa & Sulistyawati, 2020; Winata & Prabowo, 2022). Thus, good service quality can provide customer satisfaction, increasing customer loyalty to the company.

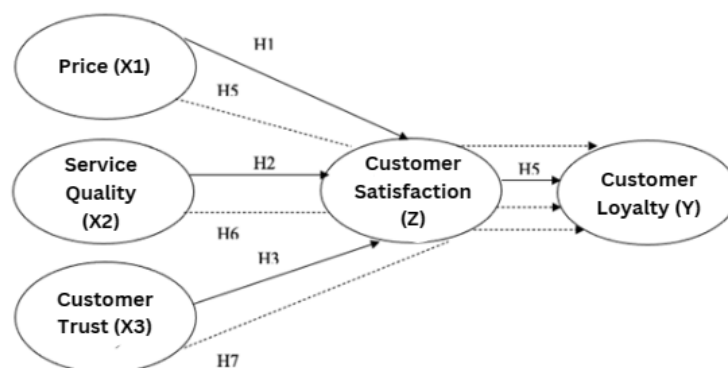
**H6: The relationship between service quality and customer loyalty through customer satisfaction**

***Effect between trust and loyalty customer through customer satisfaction***

Customer trust is a factor that can shape customer loyalty. The willingness of a customer to depend on a trusted company is the definition of trust. Long-term relationships between customers and companies can be created through trust between the two parties (Siregar, 2021). Trust is a company's belief in working with customers for a long time or the company's willingness and confidence in its partners to create a positive working relationship (Ramadhany, 2022). Customer satisfaction can be fulfilled when the company can meet the needs and desires of customers. Relationships between companies and harmonious consumers can occur due to customer satisfaction. This harmony can benefit the company through indirect promotion by loyal customers through repurchases and word of mouth to others. Indirect promotion by loyal customers can attract new customers (Aprileny, 2022). The research results by Arif (2020) and Rahmani et al. (2022) show a significant and positive influence of customer trust variables on customer loyalty through satisfaction.

**H7: Relationship between Trust and Customer Loyalty through Customer Satisfaction**

**Figure 2. Research Design**



### **3. Research Method**

This research uses a quantitative approach. According to Wijaya (2019) quantitative research examines phenomena and objects using statistical analysis through measuring instruments, structures, and controlled experiments. This research was conducted at Artha 99 Autowash

from July to November 2023. The research population was determined using Arta 99 Autowash services based on customer data. Researchers want to evaluate and increase customer satisfaction through price strategies, service quality and trust in Artha 99 Autowash. The population of participants in this study were Artha 99 Autowash customers totalling 440. Then the sampling technique uses simple random sampling, where sampling is done randomly without regard to the strata in the population (Sugiyono, 2022). Based on Cashmere (2022), determining the number of samples using the Slovin formula as follows:

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

$$n = \frac{440}{(1 + 440 \cdot 0,05^2)}$$

$$n = \frac{440}{2,1}$$

$$n = 210$$

Description:

n = Total research samples  
N = Total population  
e = error or tolerance value (5%)

Based on the results of the above calculations, the sample used in this study were 210 Artha 99 Autowash customers.

Data collection using a questionnaire in the form of Google Form. The data collection procedure is to distribute the Google Form offline to customers. Customers who can fill out the questionnaire are Artha 99 Autowash customers who have made transactions or used services can fill out a research questionnaire via the QR Code or Google Form link provided by the researcher. The data collection tool used in this study uses a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

#### 1) Price

The price variable is measured using a price scale developed by the researcher. Scale development based on price indicators, namely price compatibility with benefits, price affordability, price competition, price compatibility with quality (Kotler & Armstrong, 2009; in Permatasari and Wahyuningsih, 2020). The price scale consists of 8 items, one of the items in the price scale is *"The price of car maintenance is in accordance with the benefits obtained."*

#### 2) Service Quality

Service quality is measured using a service quality scale developed by researchers. Based on Parasuraman, Zeithaml, & Berry (1998; in Yuhardi et al., 2022) the service quality scale consists of four indicators, namely tangible, reliability, responsiveness, assurance, empathy. The service quality scale consists of 10 items, one of the items in the service quality scale is *"Artha 99 Autowash has visually appealing building facilities."*

#### 3) Customer Trust

Customer trust is measured using a customer trust scale consisting of 6 items. This scale was developed by researchers based on four indicators that determine customer trust, namely competence, integrity, benevolence (Luarn & Lin, 2003; in Evalina & Tardan 2022). One of the items in the customer trust scale is *"Artha 99 Autowash is able to fulfil the car maintenance needs that customer expect."*

4) Customer Satisfaction

Customer satisfaction is measured using a customer satisfaction scale consisting of 6 items. This scale was developed by researchers based on three indicators of customer satisfaction, namely the suitability of expected services, interest in repurchasing, willingness to recommend (Tjiptono, 2015; in Efendi & Lubis 2022). The items in the customer satisfaction scale includes *"Artha 99 Autowash is able to fulfil the expected service."*

5) Customer Loyalty

Customer loyalty is measured using a customer loyalty scale consisting of 6 items. This scale was developed by researchers based on three indicators of customer loyalty, namely repeat purchases, retention, referrals Kotler & Keller (2016; in Andri et al 2022). One of the items on the customer loyalty scale is *"I am willing to make a repeat purchase at Artha 99 Autowash"*.

Then data analysis to test reliability, validity, and analyse hypotheses using SEM-PLS techniques. The data analysis process in this study was carried out by checking the completeness of the data from the questionnaires that had been filled in and tabulating the questionnaire data. Then to analyse the data in this study using SEM-PLS 4.0 software.

## 4. Results and Discussion

### 4.1. Results

The participants in this study were 210 Artha 99 Autowash customers. The majority of participants were male as many as 177 participants while 33 participants were female. In addition, participants involved in the study were customers who had used Artha 99 Autowash services at least 3 times in the last three months.

Based on the data in table 1, it is known that the variable indicators of price, service quality, customer trust, customer satisfaction and customer loyalty have a loading factor value of more than 0.5 so it can be concluded that the indicators used meet the valid criteria. Table 1. Loading Factor of Indicator and Variable

**Table 1.** Loading Factor of Indicator and Variable

Variable	Indicator	Items	Loading Factor	Conclusion
Price (X <sub>1</sub> )	Price match with benefits	X1.1.1	0.786	Valid
		X1.1.2	0.748	Valid
	Price affordability	X1.2.1	0.778	Valid
		X1.2.2	0.766	Valid
	Price Competition	X1.3.1	0.751	Valid
		X1.3.2	0.779	Valid
	Price match with quality	X1.4.1	0.733	Valid
		X1.4.2	0.741	Valid
Service Quality (X <sub>2</sub> )	<i>Tangible</i>	X2.1.1	0.721	Valid
		X2.1.2	0.747	Valid
	<i>Reliability</i>	X2.2.1	0.772	Valid
		X2.2.2	0.752	Valid
	<i>Responsiveness</i>	X2.3.1	0.721	Valid
		X2.3.2	0.743	Valid
	<i>Assurance</i>	X2.4.1	0.736	Valid
		X2.4.2	0.753	Valid



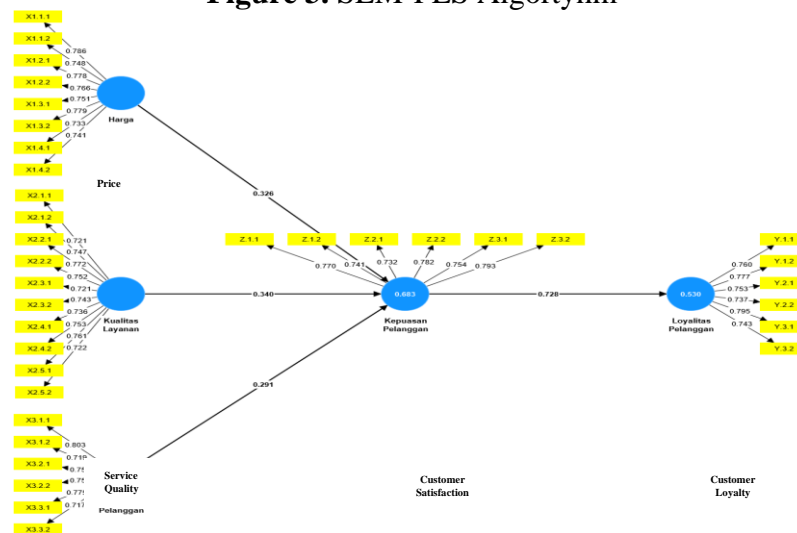
	<i>Emphaty</i>	X2.5.1	0.761	Valid
		X2.5.2	0.722	Valid
Customer Trust (X <sub>3</sub> )	<i>Competence</i>	X3.1.1	0.803	Valid
		X3.1.2	0.719	Valid
	<i>Integrity</i>	X3.2.1	0.757	Valid
		X3.2.2	0.751	Valid
	<i>Benevolence</i>	X3.3.1	0.775	Valid
		X3.3.2	0.717	Valid
Customer Satisfaction (Z)	Appropriateness of expected service	Z.1.1	0.770	Valid
		Z.1.2	0.741	Valid
	Interest in repurchase	Z.2.1	0.732	Valid
		Z.2.2	0.782	Valid
	Willing to recommend	Z.3.1	0.754	Valid
		Z.3.2	0.793	Valid
Customer Loyalty (Y)	<i>Repeat Purchase</i>	Y.1.1	0.760	Valid
		Y.1.2	0.777	Valid
	<i>Retention</i>	Y.2.1	0.753	Valid
		Y.2.2	0.737	Valid
	<i>Refferrals</i>	Y.3.1	0.795	Valid
		Y.3.2	0.743	Valid

Based on Table 2, the validity test results through AVE analysis show that the variables of price, service quality, customer trust, customer satisfaction and customer loyalty have a value greater than the critical value used, which is more than 0.5. These results explain that all variables in this study have good construct validity. In addition, the reliability test results show that the composite reliability and Cronbach's alpha values of all price, service quality, customer trust, customer satisfaction and customer loyalty variables are above 0.7 so it can be concluded that all variables have good consistency. Then the r-square results for the customer satisfaction variable can be explained by three variables, namely price, service quality and customer trust of 0.683 or 68.3%. At the same time, the customer loyalty variable is 0.530 or 53%.

**Table 2.** Reliability and Validity

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>AVE</b>	<b>R Square</b>
Price (X <sub>1</sub> )	0.896	0.916	0.578	
Service Quality (X <sub>2</sub> )	0.910	0.925	0.552	
Customer Trust (X <sub>3</sub> )	0.849	0.888	0.570	
Customer Satisfaction (Z)	0.856	0.893	0.582	0.683
Customer Loyalty (Y)	0.855	0.892	0.580	0.530

Figure 3. SEM-PLS Algoritmh



The results of hypothesis testing are shown in Figure 3, where the significance of the prediction model can be determined through the p-value and t-statistic value. The results of hypothesis testing show that the first hypothesis is accepted, namely the price variable influences customer satisfaction (4.888, *P-Values* = 0.000). The second hypothesis is accepted, namely service quality has a significant effect on customer satisfaction (4.235, *P-values* = 0.000). Then the third hypothesis is also accepted: customer trust affects customer satisfaction (3.259, *P-Values* = 0.001). The results of the fourth hypothesis are also accepted, namely customer satisfaction significantly affects customer loyalty (13.124, *P-Values* = 0.000). The mediation analysis results also show that customer satisfaction can be a mediator variable that significantly connects price, service quality, and customer trust variables to customer loyalty. This is indicated by the results of the accepted fifth hypothesis, namely the price variable affects customer loyalty through customer satisfaction (4.550, *P-Values* = 0.000). Then the sixth hypothesis is also accepted: service quality affects customer loyalty through customer satisfaction (3.746, *P-Values* = 0.000). The seventh hypothesis is also accepted, namely customer trust has a significant effect on customer loyalty through customer satisfaction (3.303, *P-Values* = 0.001). Thus it can be concluded that all hypotheses proposed by researchers are accepted. The results of hypothesis testing can be seen in Table 3, as follows.

Table 3. Hypothesis Result

Hypothesis	Path - Values	t Statistics	P Values
Price -> Customer Satisfaction	0.326	4.888	0.000
Service Quality -> Customer Satisfaction	0.340	4.235	0.000
Customer Trust -> Customer Satisfaction	0.291	3.259	0.001
Customer Satisfaction -> Customer Loyalty	0.728	13.124	0.000
Price -> Customer Satisfaction -> Customer Loyalty	0.238	4.550	0.000
Service Quality -> Customer Satisfaction -> Customer Loyalty	0.248	3.746	0.000
Customer Trust -> Customer Satisfaction -> Customer Loyalty	0.212	3.303	0.001

#### **4.2. Discussion**

The results of this study indicate that the factors of price, service quality, and customer trust have a significant influence on customer loyalty through customer satisfaction as a mediator variable. The results of this study provide new understanding in increasing customer satisfaction and loyalty. Thus, business actors can implement the right strategy to increase customer loyalty.

The first hypothesis of this study shows that there is a significant influence between price and customer satisfaction. These results align with previous research conducted by Alvianna et al (2021) that price significantly and positively affects customer satisfaction. A pricing strategy that follows the quality provided to customers will increase customer satisfaction with the company. Furthermore, the results of this study also support Ismanto's research (2020) regarding affordable prices that can satisfy customers in purchasing a product or service. According to Pramudita et al. (2022) price is the value of money that is influenced by a seller of goods or services and paid by a buyer of a product or service to meet his needs. With this theory, Artha 99 Autowash tries to provide prices that follow the customers' benefits, such as free car undercarriage, car engine washing, and shampoo wax. In addition, Artha 99 Autowash provides pricing that can compete but the facilities and quality provided are better than competing companies such as a comfortable waiting room, toilet, large parking lot and others. This is an advantage of Artha 99 Autowash, namely that at an affordable price it can provide appropriate benefits and even services that are superior to competing companies to create customer satisfaction.

The second hypothesis shows that service quality positively and significantly affects customer satisfaction. This study's results align with the research of Wicaksono & Kusomo (2021), which shows that service quality has a positive effect on customer satisfaction in car washing at OTO Wash. Furthermore, the results of this study also support the research of Gopi & Samat (2020) regarding service quality in the form of physical facilities, service procedures, HR behaviour can positively affect customer satisfaction. In addition, Rosalina et al (2021) state that service quality is the main thing in increasing customer satisfaction because good service can increase customer satisfaction.

Artha 99 Autowash strives to improve service quality by using SOP during work and vehicle maintenance. The SOP can provide service standards and commitments that every Artha 99 Autowash worker must implement in serving customer needs. In addition, researchers found that the quality of service that has been good at Artha 99 Autowash is the speed in responding to customer problems. This is evidenced by the innovation and addition of new services such as interior cleaning, body polishing, nano ceramic and coat services and non-cash services, namely through Qris and Transfer. Adding services according to customer needs can increase customer satisfaction who do vehicle maintenance at Artha 99 Autowash.

The third hypothesis is that customer trust significantly affects customer satisfaction. In line with research by Cahyono & Fahmi (2022), it shows that customer trust significantly affects customer satisfaction. This happens because companies that can build have honest and trustworthy human resources that can increase customer confidence in using the services or products offered. The results of this study also support the research of Saputra & Antonio (2021) and Wahyuni et al. (2022) that the customer trust variable has a significant effect on customer satisfaction through the company has fulfilled the needs and desires of customers can create customer satisfaction. The increase in customer trust at Artha 99 Autowash is due to the completeness of the facilities needed so that customers feel trust and confidence that Artha 99

Autowash can meet customer needs and expectations. This is one of the supporting factors for very high customer satisfaction with Artha 99 Autowash.

The fourth hypothesis is that customer satisfaction significantly affects customer loyalty. In line with the research of Naini et al (2022), the higher the customer satisfaction, the greater the customer loyalty home to the company. In addition, if the customer is satisfied with the company, it will increase the potential to become a loyal customer. This is supported by Dewi et al (2021) that customer satisfaction significantly and positively affects customer loyalty. This customer satisfaction can increase customer loyalty to the company as evidenced by Artha 99 Autowash customers having carried out vehicle maintenance more than three times and more than three months. If the customer has felt customer satisfaction, the customer unconsciously provides recommendations for service information to others or their surroundings due to the satisfaction that has been obtained, then the customer becomes loyal to the company

The fifth hypothesis is that price positively and significantly affects customer loyalty through customer satisfaction. In line with research conducted by Nofindri et al (2021), it states that the price variable significantly affects customer loyalty with customer satisfaction as an intervening variable. This proves that customer satisfaction with the company will mediate the effect of prices by customer perceptions, which will have an increasing impact and increase high loyalty to a company. In line with research conducted by Dewi & Budiarti (2021), it shows that price has a significant effect on customer loyalty mediated by customer satisfaction because price can create company customer satisfaction so that customers become loyal to the company.

The results of this study prove that Artha 99 Autowash in providing prices that match the benefits obtained by customers to customer loyalty by providing customer satisfaction that customers have felt. The strategy carried out by Artha 99 Autowash is that the price given is very affordable with the benefits obtained by customers, namely by providing shampoo wax and washing under the hood and washing the engine without adding additional costs that can create customer satisfaction so that customer loyalty arises to continue to carry out maintenance and make recommendations to others to carry out vehicle maintenance at Artha 99 Autowash. With the price given by Artha 99 Autowash the same as competitors but the benefits obtained are superior to competitors, the customer will indirectly feel satisfied and the customer will be loyal to Artha 99 Autowash.

The sixth hypothesis is that service quality positively and significantly affects customer loyalty through customer satisfaction. In line with Subawa & Sulistyawati's research (2020), service quality has a positive and significant effect on customer loyalty through customer satisfaction. It is proven that the company's customer loyalty is influenced by service quality factors consisting of physical evidence, reliability, responsiveness, assurance, and empathy through customer satisfaction. Customer perceptions of service quality will affect customer loyalty if customer satisfaction is met. Astuti et al (2021) concluded that the better the quality of service provided and supported by customer satisfaction will increase customer loyalty. This is supported by Winata & Prabowo (2022) that the quality of service offered by the company can generate customer loyalty through customer satisfaction.

The seventh hypothesis is that customer trust significantly influences customer loyalty through customer satisfaction. In line with research by Arif (2020) and Rahmani et al (2022), the customer trust variable influences customer loyalty through satisfaction significantly and positively. The existence of a trust evidences this, loyalty will increase because customers feel satisfied with the product or service offered. The phenomenon at Artha 99 Autowash is building

customer trust by having clear SOPs, honest and trustworthy human resources, providing complete facility services that customers need, and keeping promises that have been agreed upon from the start. Thus, customers can trust the company so that they become satisfied and loyal.

## **5. Conclusion**

Based on the research results, it can be concluded that price positively affects customer satisfaction. Then service quality has a significant effect on Artha 99 Autowash customer satisfaction. In addition, customer trust significantly affects Artha 99 Autowash customer satisfaction. Researchers also found that customer satisfaction significantly affects customer loyalty of Artha 99 Autowash customers. Researchers also tested the indirect effect between price, service quality, and customer trust on customer loyalty through customer satisfaction as a mediator. The results showed that price significantly affects customer loyalty through Artha 99 Autowash customer satisfaction. Service quality significantly affects customer loyalty through Artha 99 Autowash customer satisfaction. customer trust significantly affects customer loyalty through Artha 99 Autowash customer satisfaction.

Through this study, the researcher has endeavoured to evaluate and improve customer satisfaction and loyalty of Artha 99 Autowash. Nevertheless, this study is not free from limitations, namely participants who filled out the research questionnaire in a biased manner and not following the conditions. This causes participants to answer the questionnaire better or worse than the actual condition. Based on these limitations, in the next study the researcher must re-sort and ensure that the answers are objective without any influence from other parties. Then the next research can increase the number of respondents and test other factors that affect customer loyalty. In addition, the results of this study can be a reference for Artha 99 Autowash is (1) determining a price strategy, facilities, and services that are affordable and better than competing companies. (2) adding services such as the installation of window film, selling car accessories and adding a waiting room because there is a significant increase in visitors during holidays. (3) provide price options that offer different benefits such as express washing (outer body of the car or the inside of the car only) to adjust customer needs. (4) adding a cleanliness guarantee guarantee such as if one day there is a complaint or not according to the promised cleanliness, you will get 1 free treatment to increase customer confidence in Artha 99 Autowash. (5) provide additional screens or monitors to be displayed in the waiting room by displaying cctv images during vehicle maintenance work from the initial process to the end.

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