

**THE EFFECT OF SERVICE QUALITY AND PROMOTION ON
CUSTOMER LOYALTY MEDIATED BY CUSTOMER SATISFACTION
AT HANISA WEDDING LAMONGAN**

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ABSTRACT

This study examines the influence of service quality and promotion on customer loyalty, with customer satisfaction serving as a mediating variable, within the context of Hanisa Wedding Lamongan, a wedding organizer in Lamongan, Indonesia. The research focuses on understanding how service quality and promotional strategies impact customer loyalty through the satisfaction that customers experience during service delivery. Utilizing a quantitative approach, the study collects data from 100 respondents using questionnaires, with the analysis conducted through Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). The results show that service quality and promotion significantly influence customer satisfaction, which in turn impacts customer loyalty. Customers expressed high levels of satisfaction with the service quality and promotional strategies employed by Hanisa Wedding Lamongan, indicating strong intentions to repurchase and recommend the services to others. This study contributes to the literature on service marketing, particularly within the local creative industries such as wedding organizers, and provides strategic insights for enhancing customer loyalty in similar business contexts.

INTRODUCTION

In the current era of globalization, the development of the business world is very rapid, both in economic, socio-cultural, and technological aspects. One of the business sectors that has experienced significant development is wedding organizer services. Changes in people's lifestyles, increasing mobility, and high levels of busyness are factors that encourage more and more individuals or couples to choose to use wedding organizer services to organize their wedding events.

Marriage is an important and sacred moment that only happens once in a lifetime for most people. Therefore, this event requires thorough and comprehensive preparation so that it runs smoothly

and impressively (Sela, 2019). Wedding organizers are here to answer these needs, offering services ranging from planning to implementing the event, including location selection, bridal makeup, clothing, decoration, documentation, consumption, to event performers. One of these service providers is Hanisa Wedding Lamongan, which also serves various other events such as graduations, birthdays, and traditional ceremonies.

As the number of similar service providers increases, the level of competition in this industry is getting tighter. In order to survive and excel in the competition, wedding organizer service providers must be able to provide the best service and understand the needs of their consumers. In this case, customer loyalty is an important factor that determines business continuity. Loyal customers will not only return to use the same service, but also have the potential to recommend it to others (Puspitasari, 2023).

Customer loyalty is generally formed from the satisfaction obtained from the service received. Hermawan (2020) stated that satisfaction is a person's feeling of pleasure or disappointment that arises from the comparison between expectations and the reality of the service received. If the service provided is able to meet or even exceed customer expectations, then satisfaction will be achieved and loyalty can be formed.

According to Hermawan (2020), customer perception of service quality is one of the main determinants in forming satisfaction. Good service quality can encourage customers to establish long-term relationships with service providers. In addition to service quality, promotion is also an important factor in creating customer satisfaction and loyalty. The right promotion can attract consumers' attention, form a positive perception of the brand, and encourage purchases (Ummah, 2021).

Promotions carried out by wedding organizers aim to reach potential customers and introduce the services offered. In the long term, the right promotional strategy can increase competitiveness and strengthen market position. However, the effectiveness of promotion is highly dependent on the suitability of the message to the needs and expectations of the target market (Taris & Purwanto, 2022).

Several previous studies have shown that there is a relationship between service quality, promotion, and customer loyalty through satisfaction as a mediating variable. For example, research by Aprilla & Amalia (2019) shows that service quality has a positive and significant effect on customer satisfaction and loyalty. However, research by Windarko et al. (2024) shows the opposite result, where the effect of service quality on loyalty is indirect and mediated by satisfaction.

This study aims to analyze the effect of service quality and promotion on customer loyalty with customer satisfaction as a mediating variable at Hanisa Wedding Lamongan. The main focus of the study is directed at understanding how these two main factors service quality and promotion contribute to the formation of customer loyalty through the experience of satisfaction obtained during the service process. This objective is important to provide an in-depth understanding of the dynamics of consumer behavior in the context of emotional and experiential relationship-based services.

The results of this study are expected to provide theoretical and practical contributions. Theoretically, this study adds to the literature in the field of service marketing, especially in the context of local culture-based creative industries such as wedding organizers. Practically, the findings of this study can be a strategic reference for WO business actors, especially Hanisa Wedding Lamongan, in designing strategies to increase customer loyalty through an approach oriented towards satisfaction and quality perception.

The novelty of this study lies in the use of a mediation model involving customer satisfaction variables as a link between service quality and promotion of customer loyalty in the context of local WO. In addition, this study also contributes to enriching the literature on service marketing in a sector that has not been widely studied academically, namely medium-scale wedding organizers in the regions (Wibowo et al., 2022; Ramadhani & Hermawan, 2020). With this approach, the study is expected to provide a new perspective that is relevant and applicable in developing a marketing strategy based on customer experience.

RESEARCH METHODS

This study uses a quantitative approach based on the philosophy of positivism and aims to test the hypothesis through statistical data analysis, as explained by Sugiyono (2022). This study examines the relationship between independent variables, namely service quality and promotion, with dependent variables, namely customer loyalty, and intervening variables, namely customer satisfaction. Each variable is measured using a Likert scale derived from its operational definition and indicators. The data collected consists of primary data obtained through interviews, observations, and questionnaires, as well as secondary data from documentation and supporting literature (Sugiyono, 2022). The population of the study was all Hanisa Wedding Lamongan customers in the period from January to October 2024, totaling 133 people, with samples taken using simple random sampling techniques and calculated using the Slovin formula to obtain 100 respondents. The data analysis techniques used include descriptive analysis to describe the characteristics of respondents and quantitative analysis using Structural Equation Modeling (SEM) based on Partial Least Square (PLS). This approach was chosen because it is able to analyze the relationship between variables in a complex manner even with a limited sample (Sugiyono, 2022).

RESULTS AND DISCUSSION

Hanisa Wedding Organizer, founded on July 27, 2018 by Hanik Faizatun Nikmah, is located in Dusun Suruhan, Gembong Village, Babat District, Lamongan Regency, East Java. This business was started with the spirit of providing the best service in planning and organizing an unforgettable wedding for every couple. Since its inception, Hanisa Wedding Lamongan has been committed to innovating and adapting services to the needs of the ever-growing market. This company has handled various types of weddings, from small to large concepts, prioritizing professionalism and high quality of service. The trust given by many clients is real proof of this company's dedication in creating a perfect and memorable wedding (Hanisa Wedding Lamongan, 2025).

Hanisa Wedding Lamongan's vision is to become a leading wedding organizer in Lamongan that is trusted and innovative in creating unforgettable wedding moments. To achieve this vision, the company has several missions, including providing professional wedding planning and implementation services, creating unique and creative wedding concepts according to client desires, and building trusting relationships with clients and vendors. In addition, the company also strives to provide comprehensive solutions at competitive prices and contribute to advancing the wedding organizer industry in Lamongan (Hanisa Wedding Lamongan, 2025).

Descriptive Statistical Analysis

Analysis of Service Quality Variables

Table 1.1. Frequency of Answers for Service Quality Variables

No	Statements	Score					Total	Mean
		1	2	3	4	5		
1	I feel the service at Hanisa Wedding Lamongan is friendly and polite.	1	6	18	31	44	100	4,11
		1%	6%	18%	31%	44%	100%	
2	I feel that Hanisa Wedding Lamongan employees are able to provide solutions to the problems I face.	1	6	18	31	44	100	4,11
		1%	6%	18%	31%	44%	100%	
3	I get real evidence of the service provided by Hanisa Wedding Lamongan.	0	8	20	30	42	100	4,06
		0%	8%	20%	30%	42%	100%	

4	I feel confident with the service provided by Hanisa Wedding Lamongan.	2	5	19	24	50	100	4,15
		2%	5%	19%	24%	50%	100%	
5	I feel that Hanisa Wedding Lamongan is responsive in dealing with my complaints and questions.	0	6	21	27	46	100	4,13
		0%	6%	21%	27%	46%	100%	

Source: Processed by the Author (2025)

Based on the results of the frequency distribution of respondents' answers, most respondents showed satisfaction with the quality of service at Hanisa Wedding Lamongan. In the statement regarding trust in service (the fourth statement), 50% of respondents strongly agreed, resulting in the highest mean value of 4.15. This shows that the majority of respondents feel confident with the service provided. Meanwhile, other statements regarding friendliness-politeness, reliability, responsiveness, and responsiveness also received positive responses, with most respondents agreeing or strongly agreeing.

Analysis of Promotion Variable

Table 1.2. Frequency of Promotion Variable Response Results

No	Statements	Score					Total	Mean
		1	2	3	4	5		
1	I learned about Hanisa Wedding Lamongan through an interesting advertisement.	0	6	28	29	37	100	3,97
		0%	6%	28%	29%	37%	100%	
2	I got clear and detailed information from Hanisa Wedding Lamongan's personal sales.	3	2	24	25	46	100	4,09
		3%	2%	24%	25%	46%	100%	
3	I am interested in ordering Hanisa Wedding Lamongan's services because of the sales promotion they do.	2	3	25	31	39	100	4,02
		2%	3%	25%	31%	39%	100%	
4	I feel that the public relations carried out by Hanisa Wedding Lamongan make me feel close to the company.	0	5	24	28	43	100	4,09
		0%	5%	24%	28%	43%	100%	
5	I feel that the direct marketing carried out by Hanisa Wedding Lamongan is effective in informing about products and services.	1	3	24	26	46	100	4,13
		1%	3%	24%	26%	46%	100%	

Source: Processed by the Author (2025)

Based on the analysis in the Table, the majority of respondents showed positive responses to various aspects of promotion at Hanisa Wedding Lamongan. On the statement regarding direct marketing, 46% of respondents strongly agreed, resulting in the highest mean value of 4.13, indicating that they consider direct marketing as an effective way to inform products and services. Advertising, personal selling, sales promotion, and public relations also received positive responses, with the majority of respondents agreeing or strongly agreeing with these statements.

Analysis of Customer Loyalty Variables

Table 1.3. Frequency of Customer Loyalty Variable Answer Results

No	Statements	Score					Total	Mean
		1	2	3	4	5		
1	I will use Hanisa Wedding Lamongan again in the future	0	5	20	24	51	100	4,21
		0%	5%	20%	24%	51%	100%	
2	I will recommend Hanisa Wedding Lamongan to friends and family.	0	4	23	23	50	100	4,19
		0%	4%	23%	23%	50%	100%	
3	I will not switch to another vendor for similar needs.	0	5	22	25	48	100	4,16
		0%	5%	22%	25%	48%	100%	

Source: Processed by the Author (2025)

Based on the analysis in the Table, the majority of respondents showed positive intentions related to repurchase intention and recommendations for Hanisa Wedding Lamongan. In the first statement regarding repurchase, 51% of respondents strongly agreed, with the highest mean value of 4.21, indicating that most respondents intend to use Hanisa Wedding Lamongan's services again in the future. Likewise, in statements related to recommending to others and disinterest in moving, the majority of respondents showed supportive responses, with a fairly high mean value.

Analysis of Customer Satisfaction Variables

Table 1.4. Frequency of Customer Satisfaction Variable Answer Results

No	Statements	Score					Total	Mean
		1	2	3	4	5		
1	I feel that the services offered by Hanisa Wedding Lamongan have good and consistent quality.	0	5	20	31	44	100	4,14
		0%	5%	20%	31%	44%	100%	
2	I often use the services of Hanisa Wedding Lamongan.	0	5	19	33	43	100	4,14
		0%	5%	19%	33%	43%	100%	
3	I plan to use Hanisa Wedding Lamongan again in the future.	1	5	19	29	46	100	4,14
		1%	5%	19%	29%	46%	100%	
4	I feel that Hanisa Wedding Lamongan understands and cares about my needs	1	6	19	28	46	100	4,12
		1%	6%	19%	28%	46%	100%	

Source: Processed by the Author (2025)

Based on Table, the statement with the highest score is the third statement regarding repurchase intention, with 46 respondents (46%) strongly agreeing and a mean value of 4.21, indicating that the majority of respondents plan to use Hanisa Wedding Lamongan services again. In the statements regarding product stability, product purchasing habits, and repurchase, most respondents gave positive responses, with the highest mean value indicating that they are satisfied with the quality of the product, often use the service, and intend to use Hanisa Wedding Lamongan services again in the future. These results reflect a good level of customer satisfaction with the services provided.

Hypothesis Testing

Validity Test

Table 1.5. Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)
Service Quality	0,788
Promotion	0,699
Customer Loyalty	0,787
Customer Satisfaction	0,783

Source: Processed by the Author (2025)

The calculation results in Table 1.5, the AVE value obtained for the variables of service quality, promotion, customer loyalty and customer satisfaction is > 0.5 , so it can be concluded that the variables of service quality, promotion, customer loyalty and customer satisfaction meet convergent validity based on AVE.

Reliability Test

Table 1.6. Composite Reliability and Cronbach Alpha

Variabel	Cronbach's alpha	Composite reliability
Kepuasan Pelanggan	0.907	0.908
Kualitas Pelayanan	0.933	0.934
Loyalitas Pelanggan	0.865	0.865
Promosi	0.891	0.892

Source: Processed by the Author (2025)

The results of the reliability test in Table 1.6 above, show that the value of Cronbach's alpha and composite reliability on the variables of service quality, promotion, customer loyalty and customer satisfaction obtained are more than 0.7. Therefore, the variables of service quality, promotion, customer loyalty and customer satisfaction can be declared reliable.

Collinearity Statistics (VIF)

Table 1.7. VIF Values

Indicator	VIF
X1.1	2.812
X1.2	4.465
X1.3	3.289
X1.4	2.767
X1.5	3.262
X2.1	2.689
X2.2	2.705
X2.3	2.893
X2.4	2.071
X2.5	1.679

Y.1	2.270
Y.2	2.047
Y.3	2.509
Z.1	2.160
Z.2	2.853
Z.3	3.014
Z.4	3.216

Source: Processed SmartPLS 4 (2025)

Based on the results of the multicollinearity test in Table 1.7 above, the VIF value for each indicator of the service quality, promotion, customer loyalty and customer satisfaction variables is less than 5 ($VIF < 5$), so it is concluded that there is no multicollinearity in the model.

FIT Model

Tabel 1.8. Model Fit

	Saturated model	Estimated model
SRMR	0.054	0.054
d_ ULS	0.444	0.444
d_ G	0.397	0.397
Chi-square	229.120	229.120
NFI	0.851	0.851

Source: Processed SmartPLS 4 (2025)

Based on the calculation results for the FIT model in Table 1.8, the SRMR value is $0.054 < 0.1$ and the NFI value is 0.851 approaching 1, so it is concluded that the model in this study is considered fit.

Structural Model Evaluation

Coefficient of Determination (R-Square)

Tabel 1.9. R-Square

Variable	R-square
Customer Satisfaction	0,637
Customer Loyalty	0,751

Source: Processed SmartPLS 4 (2025)

Based on Table 1.9, the r-square value for customer satisfaction is 0.637, which shows the influence of service quality and promotion on customer satisfaction by 63.7%, with the remaining 36.3% influenced by other variables. Meanwhile, the r-square value for customer loyalty is 0.751, which means the influence of service quality, promotion, and customer satisfaction on customer loyalty is 75.1%, with the remaining 24.9% influenced by other variables.

Hypothesis Testing

Table 1.9 Original Sample, T-statistics, P-Value

	Original sample (O)	T statistics (O/STDEV)	P values	Conclusion
Service Quality -> Customer Loyalty	0.364	3.598	0.000	There is an influence (significant positive)

Promotion -> Customer Loyalty	0.274	2.840	0.005	There is an influence (significant positive)
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Source: Processed SmartPLS 4 (2025)

Based on the results of the hypothesis test in Table 1.9, the following results were obtained: first, the effect of service quality on customer loyalty has a t-statistics value of $3.598 > 1.96$ and a p-value of $0.000 < 0.05$, so H1 is accepted, which means that service quality has an effect on customer loyalty at Hanisa Wedding Lamongan. Second, the effect of promotion on customer loyalty has a t-statistics value of $2.840 > 1.96$ and a p-value of $0.005 < 0.05$, so H2 is accepted, which shows that promotion has an effect on customer loyalty at Hanisa Wedding Lamongan.

Mediation Test

Table 1.10. Path Coefficients T-Values, P-Values

	Original sample (O)	T statistics (O/STDEV)	P values	Conclusion
Service Quality -> Customer Satisfaction -> Customer Loyalty	0.119	2.272	0.023	There is an influence (significant positive)
Promotion -> Customer Satisfaction -> Customer Loyalty	0.167	2.838	0.005	There is an influence (significant positive)

Source: Processed SmartPLS 4 (2025)

Based on the results of the mediation test in Table 1.10, the following results were obtained: first, the effect of service quality on customer loyalty through customer satisfaction has a t-statistics of $2.272 > 1.96$ and a p-value of $0.023 < 0.05$, so H3 is accepted, which means that service quality has an effect on customer loyalty mediated by customer satisfaction at Hanisa Wedding Lamongan. Second, the effect of promotion on customer loyalty through customer satisfaction has a t-statistics of $2.838 > 1.96$ and a p-value of $0.005 < 0.05$, so H4 is accepted, which shows that promotion has an effect on customer loyalty mediated by customer satisfaction at Hanisa Wedding Lamongan.

DISCUSSION

This study discusses the direct influence of service quality and promotion on customer loyalty, as well as the indirect influence (mediation) through customer satisfaction. The following is a discussion based on the results of the hypothesis test conducted:

The Influence of Service Quality on Customer Loyalty

The test results show that service quality has a positive and significant effect on customer loyalty. The better the quality of service provided by Hanisa Wedding Lamongan, the higher the customer loyalty. Customers who are satisfied with the quality of service tend to make repeat purchases and recommend this service to others. Service quality includes various dimensions, such as reliability, responsiveness, and attention, all of which support increased customer loyalty.

The Influence of Promotion on Customer Loyalty

Promotion has also been shown to have a positive and significant effect on customer loyalty. The more attractive and effective the promotion is, the higher the level of customer loyalty. Good promotion can increase awareness, interest, and build long-term relationships with customers. This is evidenced by the use of various promotional strategies by Hanisa Wedding Lamongan, such as digital marketing and discount programs, which have succeeded in attracting customers' attention and building strong emotional relationships with them.

The Effect of Service Quality on Customer Loyalty through Customer Satisfaction

The test results also show that service quality affects customer loyalty through customer satisfaction. Customer satisfaction acts as a bridge between the quality of service provided and customer loyalty. When customers are satisfied with the service received, they are more likely to return to use the service and recommend it to others. Therefore, customer satisfaction is a key factor in building long-term loyalty.

The Effect of Promotion on Customer Loyalty through Customer Satisfaction

In addition, promotion also affects customer loyalty through customer satisfaction. Effective promotion not only attracts new customers but also increases satisfaction which in turn drives customer loyalty. With communicative and attractive promotions, customers feel appreciated and satisfied, which then forms a long-term relationship with Hanisa Wedding Lamongan.

The results of this study indicate that both service quality and promotion play an important role in forming customer loyalty at Hanisa Wedding Lamongan, with customer satisfaction as a mediator. Optimal service quality management and effective promotion strategies can increase customer loyalty and strengthen long-term relationships between customers and the company.

CONCLUSION

Based on the results of data analysis using Smart-PLS 4.0, this study concludes that service quality and promotion have a positive and significant effect on customer loyalty at Hanisa Wedding Lamongan. In addition, both affect customer loyalty through customer satisfaction as a mediator. The implication of this finding is that Hanisa Wedding Lamongan needs to continue to improve service quality and design more effective promotions to strengthen customer loyalty. Customer satisfaction also needs to be considered in more depth to ensure long-term loyalty. This study contributes to the understanding of the effect of service quality and promotion on customer loyalty, as well as the importance of maintaining consistency between promotions carried out and services provided.

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