



RESEARCH ARTICLE

The Lingage of Service Quality and Public Relations Perception on Customer Satisfaction, Customer Trust and Customer Loyalty

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ABSTRACT

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Customer satisfaction has been conceptualized as transaction-specific satisfaction and overall satisfaction. This study employs a quantitative research method to test theories by collecting numerical data and conducting statistical analysis. This research samples 148 customers at PT. The Indonesian Classification Bureau (Persero), including ship owners and senior officials from shipping companies and shipyards. The author utilized a questionnaire for opinion or perception data collection, followed by in-depth interviews and direct observation. The research utilized a distributed questionnaire across Indonesia. Data processing in this research uses WarpPLS 8.0. The PLS evaluation model is used to assess the outer model and inner model. The results show service quality, which has a positive and significant impact on customer satisfaction. Public relations that are positive and significant to customer satisfaction. Service quality is negative and not significant to customer loyalty. The path coefficient is 0.515, 0.426, and 0.480 consecutively. The analysis reveals that customer satisfaction is positively and significantly related to customer trust, with a path coefficient of 0.351. Customer trust is positive and significant for customer loyalty. The study indicates that brand image significantly reduces the correlation between public relations perception and customer loyalty. The path coefficient is 0.341 and 0.032.

INTRODUCTION

Customer satisfaction as a factor that influences customer trust is also able to influence company performance. Customer satisfaction has been conceptualized as transaction-specific satisfaction and overall satisfaction [1]. Customer satisfaction is the customer's overall attitude towards a service provider or emotional reaction to the difference between what is expected and what is received in connection with the fulfillment of needs, goals and desires. This also has a strong impact on customer trust. Customer satisfaction has also been found to have a positive and significant impact on customer loyalty [2].

In previous studies by several researchers that customer satisfaction directly influences customer loyalty [3]. Meanwhile, according to the results of the study that customer trust directly has a significant impact on customer loyalty [4]. But on the other hand, according to the results of the study, that customer trust is a mediator for the indirect relationship between customer satisfaction and customer loyalty. So, this becomes a research gap to test the generalization of the indirect influence of customer satisfaction on customer loyalty through the mediation of customer trust, which needs to be done in the construction services business sector and feasibility assessment.

Apart from that, the direct influence of existing perceptions of public trust has a direct influence on customer loyalty [5,6] and even have a negative effect [7]. On the other hand, brand image is a factor that is able to moderate the relationship between perceptions of public relations and customer loyalty [8]. In this case, the brand image factor is still relatively rarely used as a moderator variable

between public perception and customer loyalty. Then, it is an interesting research gap to analyze further whether it is able to strengthen or weaken the relationship between perceived public relations and customer loyalty.

Previous research states that the direct influence model is that service quality and perceptions of public relations have a direct influence on customer satisfaction. Apart from that, service quality and perceived public relations also have a direct impact on customer loyalty [9]. Furthermore, customer satisfaction, which is influenced by service quality and perceptions of public relations, also influences customer trust [10], likewise customer trust has a direct effect on customer loyalty [11]. The interesting and newest thing in this study is that it involves the role of brand image as a factor that has a direct impact on customer loyalty [12]. Brand image also moderates the relationship between customer trust and customer loyalty.

The difference between this research and previous research is that it uses an SEM model involving service quality and public relations perception variables as exogenous variables and customer satisfaction, customer trust and customer loyalty as endogenous variables. Next is brand image as a moderating variable. It is hoped that through the analysis of the structural equation model, results will be obtained both directly and indirectly as well as the role of the brand image moderating variable on the relationship between public relations perception and customer loyalty in increasing the number of customers so that it has an impact on the company's revenue in the future.

The aim of this research is to analyze the influence of service quality and public relations perception on customer satisfaction, customer trust and customer loyalty. Based on this description, it shows that customer satisfaction, customer trust and customer loyalty are dependent variables which are directly influenced by service quality and public relations perception. Furthermore, this study displays novelty where the role of trust mediates the relationship between the independent variable and the dependent variable. Support from several theories and empirics is very supportive in the selection and preparation of these variables. This research is still rarely done, so it really opens up opportunities for this research to be carried out and become novel. So on the other hand it can also be a solution to existing problems.

2. METHODS

2.1. Research Design

This study uses a quantitative approach, with the basic reason that the use of quantitative research is to test theories through collecting numerical data and then carrying out statistical analysis. So, quantitative studies generally include instruments used to collect data. The study is descriptive in nature, where the data to be used comes from primary data through distributing questionnaires to prepare data tabulation as material for further analysis to understand and answer research questions.

2.2. Sample and Location

The Sample in this research are customers at PT. The Indonesian Classification Bureau (Persero) is registered in various regions in Indonesia or has a total of 148 customers with the company category with its classification having more than 24 ships per customer (see Table 1). The customers in question are ship owners or senior officials of shipping companies and shipyards who have the authority and ability to choose and determine the survey services they will take. Is it from the survey service PT. BKI or from competitors. The location of this research is the customer of PT. Indonesian Consultant Bureau (Persero) spread across several regions in Indonesia. This research conducted on March to July 2024.

Table 1. Customer Population of PT. BKI (Persero)

Location	Number of Customers	Percentage	Number of Active Ships	Percentage
Jakarta	61	41.57	2,032	41.2

Samarinda	17	11.24	696	14.1
Balikpapan	8	5.62	275	5,6
Tarakan	2	1.12	42	0.9
Banjarmasin	13	8.99	520	10.6
Pontianak	10	6.74	290	5.9
Surabaya	5	3.37	136	2.8
Pekanbaru	3	2.25	167	3,4
Batam	22	14.61	607	12.3
Jambi	3	2.25	84	1.7
Medan – North Sumatra	2	1.12	42	0.9
South Sumatra	2	1.12	32	0.6
Amount	148	100	4,927	100%

Source: Recapitulation of interview output.

2.3. Variable Classification and Research Instrument

The exogenous variables in this study are service quality (X1) and public relations perception (X2). The endogenous variables in this study are customer satisfaction (X3), customer trust (Y1) and customer loyalty (Y2). This study is in the form of brand image (Z). Instruments are various measuring tools used systematically for data collection, such as tests, questionnaires, interview guides and observation guides used by researchers to collect research data. The research instrument in this case istools used to measure respondents' perceptions with various levels of measurement of the answers.

In this research, the author used a research instrument in the form of a questionnaire, e.g distributing questionnaires or questionnaires to obtain data of an opinion or perception nature, which was followed by in-depth research through interviews and direct observation of the data source. In order for the questionnaire used in this research to have a high level of accuracy and precision in extracting research data, it is necessary to adapt the research indicators to existing conditions. This research used a questionnaire which was distributed to all respondents in various regions of Indonesia. Thus, the researcher was assisted by several research assistants to carry out distribution, explanation, interviews and data collection on the results of respondents' answers to the questionnaire according to their perceptions using the Google application form method.

The scale used in this research is the Likert scale. This scale is used to develop instruments used to measure the attitudes, perceptions and opinions of research respondents. The answer to each instrument item using a Likert scale in this study has a gradation from very positive to very negative and has a score, which includes the following: score 5 = strongly agree, score 4 = agree, score 3 = somewhat agree, score 2 = disagree, and score 1 = strongly disagree.

2.4. Analysis Techniques

Data processing in this research uses WarpPLS 8.0 to test the research hypothesis. Which is where the hypothesis is analyzed to test the relationship between research variables. PLS (Partial Least Square) analysis is a variant-based SEM statistical method created to complete multiple regression if specific problems occur in the data, such as missing data, small research sample sizes and multicollinearity. The PLS evaluation model is used to assess the outer model and inner model. The measurement model (outer model) is used to test the validity and reliability of the model, while the structural model (inner model) is used to test causality, i.e predicting the relationship between latent variables.

3. FINDINGS

3.1. Model Fit and Quality Indices

Table 2 shows that the model meets all the criteria for model fit and quality indices, the structural model resulting from this analysis deserves further interpretation. The structural model has R² = 0.706 and means that the model can explain 70.6% of the phenomenon studied, while the remaining

29.4% can be explained by other variables that are not yet in the model and errors. The statistical results show that the model is good or has quite high accuracy in explaining the relationship between variables in the research model.

Table 2. Model Fit and Quality Indices Warp PLS

Fit and quality model indices	Fit Criteria	Score
Average path coefficient (APC)	p < 0.05	0.338
		p < 0.001
Average R-squared (ARS)	p < 0.05	0.706
		p < 0.001
Average adjusted R-squared (AARS)	p < 0.05	0.701
		p < 0.001
Average block VIF (AVIF)	Acceptable if <= 5, ideal y <= 3.3	3.199
Average full col linearity VIF (AFVIF)	Acceptable if <= 5, ideal y <= 3.3	3.842
Tenenhaus GoF (GoF)	Small > = 0.1, medium > = 0.25, large > = 0.36	0.666
Sympson's paradox ratio (SPR)	Acceptable if > = 0.7, ideal y = 1	0.750
R-squared contribution ratio (RSCR)	Acceptable if > = 0.9, ideal y = 1	0.991
Statistical suppression ratio (SSR)	Acceptable if > = 0.7	1
Bivariate nonlinear causality direction ratio (NLBCDR)	Acceptable if > = 0.7	0.875

Source: Recapitulation of interview output.

3.2. Outer Model

Table 3 shows that 32 indicators are strongly significant as variable measurement tools. Y14 is the strongest or dominant indicator of the 32 indicators used as measuring tools. The outer model value of the reflective indicators can be seen in the loading factor, showing the weight of each indicator as a measuring tool for each variable. The indicator with the highest loading factor is the indicator measuring the variable or forming the strongest or dominant variable. The (+) sign indicates that the direction of contribution of an indicator to the variable is positive and the (-) sign means the opposite. In the outer model there are 5 (five) reflective variables, i.e; service quality (SQ), customer satisfaction (CS), public relations perception (PRP), customer trust (CT) and customer loyalty (CL).

In the Warp PLS analysis there are two models, i.e outer and inner models. The outer model value of the formative indicators is found in the indicator weights and shows the weight of each indicator as a measuring tool for each variable. The indicator with the highest indicator weights is the indicator measuring the variable or forming the strongest or dominant variable. The (+) sign indicates that the direction of contribution of an indicator to the variable is positive and the (-) sign means the opposite. There is 1 (one) formative variable, the capital structure (CM). Indicator weights for each capital structure variable indicator can be seen in Table 3.

Table 3. Formative Variable Weight Indicators

	Weights	p - value	Information
X11	0.240	<0.001	Significant Strong
X12	0.270	<0.001	Significant Strong
X13	0.290	<0.001	Significant Strong
X14	0.280	<0.001	Significant Strong
X15	0.302	<0.001	Significant Strong
X21	0.212	<0.001	Significant Strong
X22	0.179	<0.001	Significant Strong
X23	0.190	<0.001	Significant Strong
X24	0.212	<0.001	Significant Strong
X25	0.190	<0.001	Significant Strong
X26	0.199	<0.001	Significant Strong

X27	0.194	<0.001	Significant Strong
X31	0.231	<0.001	Significant Strong
X32	0.219	<0.001	Significant Strong
X33	0.217	<0.001	Significant Strong
X34	0.230	<0.001	Significant Strong
X35	0.203	<0.001	Significant Strong
X36	0.255	<0.001	Significant Strong
Y11	0.334	<0.001	Significant Strong
Y12	0.287	<0.001	Significant Strong
Y13	0.327	<0.001	Significant Strong
Y14	0.355	<0.001	Significant Strong
Y21	0.261	<0.001	Significant Strong
Y22	0.235	<0.001	Significant Strong
Y23	0.242	<0.001	Significant Strong
Y24	0.264	<0.001	Significant Strong
Y25	0.264	<0.001	Significant Strong
Z11	0.281	<0.001	Significant Strong
Z12	0.264	<0.001	Significant Strong
Z13	0.231	<0.001	Significant Strong
Z14	0.257	<0.001	Significant Strong
Z15	0.284	<0.001	Significant Strong

Source: Recapitulation of interview output.

First, the five indicators are significant and strong as measuring tools for service quality variables. Indicator X15 with a value of 0.779 is the strongest indicator while X12 is the indicator with the lowest value with a value of 0.714. Of the five indicators used as measuring tools, it can be concluded that the dominant indicator in the service quality variable is X15 with a value of 0.779. Second, the seven indicators are significant and strong as a means of measuring the customer satisfaction variable. Indicator X24 with a value of 0.782 is the strongest indicator while X25 is the indicator with the lowest value with a value of 0.701. Of the seven indicators used as measuring tools, it can be concluded that the dominant indicator in the customer satisfaction variable is X24 with a value of 0.782. Third, the six indicators are significant and strong as a measuring tool for the public relations perception variable. Indicator X31 with a value of 0.788 is the strongest indicator while X35 is the indicator with the lowest value with a value of 0.692. Of the six indicators used as measuring tools, it can be concluded that the dominant indicator in the customer satisfaction variable is X31 with a value of 0.788.

Table 4. Loading Factor for Reflective Variables

Indicator s	Factor Loading							Type	S.E.	p value
	SQ	CS	PRP	CT	CL	BI	BI*PRP			
X11	0.619	0.122	0.21	0.228	0.034	-0.146	-0.092	Reflect	0.072	<0.001
X12	0.714	-0.172	-0.177	0.146	0.065	0.054	0.048	Reflect	0.07	<0.001
X13	0.747	0.329	-0.239	-0.281	0.134	-0.078	-0.132	Reflect	0.07	<0.001
X14	0.722	-0.054	0.019	0.365	-0.346	0.095	0.084	Reflect	0.07	<0.001
X15	0.779	-0.205	0.207	-0.384	0.105	0.053	0.078	Reflect	0.069	<0.001
X21	-0.397	0.780	-0.237	0.133	-0.154	0.164	-0.132	Reflect	0.069	<0.001
X22	0.104	0.659	-0.011	-0.565	0.155	0.025	-0.147	Reflect	0.071	<0.001
X23	-0.014	0.702	0.109	-0.473	-0.249	0.581	-0.14	Reflect	0.07	<0.001
X24	0.616	0.782	0.016	-0.248	0.307	-0.329	0.037	Reflect	0.069	<0.001
X25	-0.121	0.701	-0.452	0.589	0.133	-0.19	0.036	Reflect	0.07	<0.001
X26	-0.134	0.732	0.311	0.383	-0.152	-0.278	0.204	Reflect	0.07	<0.001
X27	-0.066	0.715	0.27	0.14	-0.041	0.057	0.133	Reflect	0.07	<0.001
X31	-0.116	0.322	0.788	0.262	-0.355	0.244	-0.081	Reflect	0.069	<0.001
X32	0.038	-0.063	0.745	-0.137	0.121	0.018	-0.18	Reflect	0.07	<0.001
X33	-0.215	-0.152	0.74	0.403	-0.277	0.208	0.085	Reflect	0.07	<0.001
X34	0.159	0.111	0.785	-0.005	-0.031	-0.37	-0.035	Reflect	0.069	<0.001

X35	0.152	-0.039	0.692	-0.664	0.291	-0.123	0.134	Reflect	0.07	<0.001
X36	-0.009	-0.202	0.768	0.079	0.283	0.021	0.09	Reflect	0.069	<0.001
Y11	0.005	0.218	0.096	0.820	0.063	0.175	-0.05	Reflect	0.068	<0.001
Y12	-0.002	-0.141	0.409	0.684	0.145	-0.042	-0.044	Reflect	0.071	<0.001
Y13	-0.184	0.038	-0.006	0.779	-0.173	-0.179	0.092	Reflect	0.069	<0.001
Y14	0.175	-0.14	-0.443	0.798	-0.02	0.031	-0.001	Reflect	0.069	<0.001
Y21	-0.002	0.065	0.175	0.01	0.813	0.061	0.044	Reflect	0.069	<0.001
Y22	0.378	-0.344	0.241	-0.259	0.732	0.36	-0.083	Reflect	0.07	<0.001
Y23	-0.304	0.175	-0.011	0.452	0.753	-0.263	0.059	Reflect	0.069	<0.001
Y24	0.004	0.124	-0.173	-0.106	0.823	-0.373	-0.019	Reflect	0.068	<0.001
Y25	-0.06	-0.043	-0.204	-0.088	0.823	0.234	-0.005	Reflect	0.068	<0.001
Z11	0.37	-0.111	0.355	-0.326	0.288	0.805	0.035	Reflect	0.069	<0.001
Z12	0.179	-0.19	-0.158	0.279	-0.104	0.756	-0.151	Reflect	0.069	<0.001
Z13	-0.409	0.027	0.134	0.175	-0.24	0.661	0.053	Reflect	0.071	<0.001
Z14	-0.429	0.655	-0.244	0.073	-0.322	0.736	-0.111	Reflect	0.07	<0.001
Z15	0.188	-0.329	-0.092	-0.145	0.299	0.814	0.163	Reflect	0.069	<0.001
BI*PRP	0	0	0	0	0	0	1	Reflect	0.066	<0.001

Source: Recapitulation of interview output.

Fourth, the four indicators are significant and strong as a measuring tool for the customer trust variable. Indicator Y11 with a value of 0.820 is the strongest indicator while X12 is the indicator with the lowest value with a value of 0.684. Of the four indicators used as measuring tools, it can be concluded that the dominant indicator in the customer trust variable is Y11 with a value of 0.820. Fifth, the five indicators are significant and strong as a measuring tool for the customer loyalty variable. Indicators Y24 and Y25 have the same value with a value of 0.823 which is the strongest indicator while Y22 is the indicator with the lowest value with a value of 0.732. From the five indicators used as measuring tools, it can be concluded that the dominant indicators in the customer loyalty variable are Y24 and Y25 which have the same value as 0.823. Six, the five indicators are significant and strong as measuring tools for the brand image variable. Indicator Z15 with a value of 0.814 is the strongest indicator while Z13 is the indicator with the lowest value with a value of 0.661. Of the five indicators used as measuring tools, it can be concluded that the dominant indicator in the brand image variable is Z15 with a value of 0.814. Overall results can be seen in Table 4.

3.3. Inner Model: Testing of Direct and Moderation Effect

The structural model describes the relationship between research variables and path coefficients. Identification of the significance of the influence of one variable on another can be done using criteria, if: p-value ≤ 0.10 = weakly significant; level of confidence ≥ 90%, p-value ≤ 0.05 = significant; level of confidence ≥ 95%, p-value ≤ 0.01 = strongly significant; level of confidence ≥ 99% and p-value > 0.10 = not significant. A larger path coefficient indicates a stronger degree of influence compared to other variables (Solimun et al., 2017: 119). More details can be seen in Table 5. The findings of the analysis on the matrix can be depicted in chart form as shown in Figure 1.

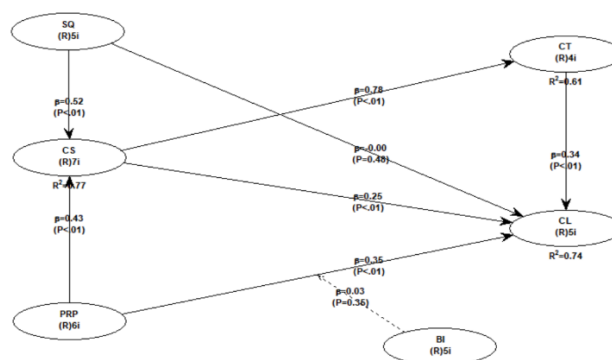


Figure 1. Connection Paths between Variables

Source: Recapitulation of interview output.

The influence of service quality on customer satisfaction has a path coefficient of 0.515 with a p-value of <0.001. A p-value <0.001 is classified as strongly significant because the p-value <0.01 and the hypothesis is accepted. The path coefficient with a positive sign reveals that the higher the service quality causes customer satisfaction to be significantly higher or the relationship between service quality and customer satisfaction is unidirectional and significant. The influence of public relations perception on customer satisfaction has a path coefficient of 0.426 with a p-value of <0.001. A p-value <0.001 is classified as strongly significant because the p-value <0.01 and the hypothesis is accepted. The path coefficient with a positive sign reveals that the higher public relations perception causes customer satisfaction to be significantly higher or the relationship between public relations perception and customer satisfaction is unidirectional and significant. The influence of customer satisfaction on customer trust has a path coefficient of 0.779 with a p-value of <0.001. A p-value <0.001 is classified as strongly significant because the p-value <0.01 and the hypothesis is accepted. The path coefficient with a positive sign reveals that the higher customer satisfaction causes customer trust to be significantly higher or the relationship between customer satisfaction and customer trust is unidirectional and significant.

The influence of public relations perception on customer loyalty has a path coefficient of 0.351 with a p-value of <0.001. A p-value <0.001 is classified as strongly significant because the p-value <0.01 and the hypothesis is accepted. The path coefficient with a positive sign reveals that the higher public relations perception causes customer loyalty to be significantly higher or the relationship between public relations perception and customer loyalty is unidirectional and significant. The influence of Service Quality on customer loyalty has a path coefficient of -0.004 with a p-value of 0.480. The p-value of 0.480 is classified as not significant because the p-value is > 0.10 and the hypothesis is rejected. The path coefficient with a negative sign reveals that the higher the service quality causes customer loyalty to be significantly lower or the relationship between service quality and customer satisfaction is inverse and significantly stronger. The influence of customer satisfaction on customer loyalty has a path coefficient of 0.253 with a p-value of <0.001. A p-value <0.001 is classified as strongly significant because the p-value <0.01 and the hypothesis is accepted. The path coefficient with a positive sign reveals that the higher customer satisfaction causes customer loyalty to be significantly higher or the relationship between customer satisfaction and customer loyalty is unidirectional and significant.

The influence of customer trust on customer loyalty has a path coefficient of 0.341 with a p-value of <0.001. A p-value <0.001 is classified as strongly significant because the p-value <0.01 and the hypothesis is accepted. The path coefficient with a positive sign reveals that the higher customer trust causes customer loyalty to be significantly higher or the relationship between customer trust and customer loyalty is unidirectional and significant. Brand image as a moderator of the influence of public relations perception on customer loyalty. The results of the analysis show that the influence of public relations perception and brand image on customer loyalty has a path coefficient of 0.032 with a p-value of 0.348. The p-value of 0.348 is classified as weakly significant because the p-value <0.10 and the hypothesis is accepted. In the public relations perception model towards customer loyalty is 0.351 and significant (>0.001), brand image functions as a predictor/explanatory variable for customer loyalty and public relations perception with brand image 0.032 and not significant 0.348, so brand image is said to not function as a moderating variable but acts as a predictor/explanatory variable.

3.4. Inner Model: Total Effect

Table 5 shows that service quality significantly impacts customer satisfaction and trust, with a unidirectional relationship. It was also found that higher service quality leads to higher customer satisfaction and loyalty. Customer satisfaction also significantly influences trust, loyalty, and public relations perception. Public relations perception has a direct influence on customer satisfaction, with a path coefficient of 0.426. Higher public relations perception leads to higher levels of customer trust and loyalty, indicating its crucial role in shaping customer behavior and satisfaction.

Table 5. Total Effect

	Coefficient	p-value	Information
Service quality → Customer satisfaction	0.515	<0.001	Significant
Service quality → Customer satisfaction + Service quality → Customer trust	0.401	<0.001	Significant
Service quality → Customer satisfaction + Service quality → Customer trust + Service quality → Customer loyalty	0.263	<0.001	Significant
Customer satisfaction → Customer trust	0.779	<0.001	Significant
Customer satisfaction → Customer trust + Customer satisfaction → Customer loyalty	0.518	<0.001	Significant
Public relations perception → Customer satisfaction	0.426	<0.001	Significant
Public relations perception → Customer satisfaction + Public relations perception → Customer trust	0.332	<0.001	Significant
Public relations perception → Customer satisfaction + Public relations perception → Customer trust + Public relations perception → Customer satisfaction + Public relations perception → Customer loyalty	0.572	<0.001	Significant
Customer trust → Loyalty	0.341	<0.001	Significant
Brand image x Public relations perception → Customer loyalty	0.032	0.348	Not Significant

Source: Recapitulation of interview output.

4. JUSTIFICATION

4.1. The Effect of Service Quality on Customer Satisfaction

Service quality which has a positive and significant impact on customer satisfaction. The analysis results show that the path coefficient is 0.515 and the p-value is <0.001. These results also show statistical evidence that hypothesis 1 (H1) in this study is accepted. The findings of this study are in line with the marketing dynamics theory proposed by [13], where potential exogenous shocks to aggregate productivity, sunk entry costs, and trade costs are able to encourage companies to enter and exit their domestic and export markets, thereby changing composition of cross-country consumption baskets over time. This is also in line with [14] where every day, marketers make and review a large number of decisions, which together influence whether the company will develop or fail. These findings confirm previous studies presented that service quality has a strong impact on customer satisfaction [15,16]. Such is the case with studies shows that there is a nonlinearity between the dimensions of quality, customer satisfaction and loyalty [17, 18]. Delivery of high-quality service to customers offers businesses the opportunity to differentiate themselves in a competitive market [19, 20].

Service quality in this case is dominated by indicator X14 or reliability, which in this case is PT BKI's efforts to provide appropriate service to each of its customers. Meanwhile, the smallest indicator is X12 or reliability. On the other hand, the customer satisfaction variable (X3) is dominated by indicator X31 or the service provided by PT BKI to customers is classified as good, while the weakest indicator is X32 or professionalism in handling customer complaints. Based on this description, the reliability factor is the most important factor or strength of PT BKI in building quality service to customers. On the other hand, the good service provided is the most important factor in achieving or realizing customer satisfaction.

4.2. The Effect of Public Relations Perception on Customer Satisfaction

Public relations that are positive and significant to customer satisfaction. The analysis results show that the path coefficient is 0.426 and the p-value is <0.001 . These results also show statistical evidence that hypothesis 2 (H2) in this study is accepted. The results of this analysis are also in line with several theories put forward by experts, including [21] that based on relevant characteristics, PR practitioners can then segment target audiences and adjust communication activities more effectively. Public relations is a specialized management function that helps establish and maintain channels of communication, understanding, acceptance, and mutual cooperation between an organization and its publics; involves managing problems or issues; helps management to stay informed and responsive to public opinion; defining and emphasizing management's responsibility to serve the public interest; helps management keep up with and effectively exploit changes, serving as an early warning system to help anticipate trends; and using sound and ethical research and communication techniques as its primary tools. So that the perception of good public relations will influence customer satisfaction.

These findings are also in line with empirical studies [22] where firm trust mediates the impact of procedural justice on evaluations. Procedural justice implications driven by relational and non-instrumental considerations. This is also confirmed by empirical results [23] that the perception of public relations for every company that deals with its customers is something that must receive important attention. So, through good public relations, a good perception of the services provided to customers will emerge. In turn, the perception of public relations increases customer satisfaction.

Public relations perception in this case is dominated by the X24 indicator or PT BKI's public relations activities in handling issues related to the public in a timely manner. Meanwhile, the weakest indicator is X23 or PT BKI's public relations activities which provide a good understanding to the public about the company. On the other hand, customer satisfaction in this case is dominated by indicator X31 or the service provided is good, while the lowest indicator in this case is X32 or professionalism in handling customer complaints.

4.3. The Effect of Service Quality on Customer Loyalty

Service quality is negative and not significant to customer loyalty. The analysis results show that the path coefficient is -0.004 and the p-value is 0.480. These results also show statistical evidence that hypothesis 3 (H3) in this study is rejected. The results of this analysis show that it is not in line with [24], where service quality and customer loyalty should be included in the main areas of business competition. Service quality should be every effort and business service provided by a company to other parties or customers which is basically intangible and through exchange that fulfills recognized needs and desires [25]. Likewise according to [26], service quality can also produce three possible outcomes in relation to customer satisfaction, i.e: if the actual service provided is below expectations, then the customer will be dissatisfied; and if the actual service provided is equivalent to expectations, then the customer will be satisfied; and if the service exceeds customer needs, then they will be happy or very satisfied. Likewise, the results of this study analysis are not in line with [27], where service quality can be briefly referred to as an experience related to customer anticipation and perception of the services provided. So if the service provided does not match or exceed customer expectations, the service quality will be considered low, but if it exceeds customer expectations, the service quality will be considered high. The analysis results of this study also do not confirm the results of empirical studies [28] where high service quality will be proportional to producing customer satisfaction and loyalty. Thus, customers have a greater willingness to recommend to others, and reduce complaints and increase customer retention rates.

Service quality in this case is dominated by the X12 indicator or the existence of service delivery efforts to provide appropriate service to customers and the smallest is the X13 or PT indicator. BKI provides timely responses to customers, while customer loyalty is dominated by the Y25 indicator or employment services provided by PT. BKI is in line with customer experience. The efforts made by

PT BKI in providing the right service to its customers are in accordance with the expectations of customers who have previously received this type of service in previous experiences.

4.4. The Effect of Public Relations Perception on Customer Loyalty

Public relations perception which is positive and significant towards customer loyalty. The analysis results show that the path coefficient is 0.351 and the p-value is <0.001 . These results also show statistical evidence that hypothesis 4 (H4) in this study is accepted.

These findings are also in line with the opinion of [29] defines public relations as a management function that identifies, establishes and maintains mutually beneficial relationships between an organization and the various publics on which its success or failure depends. According to [30] the role of public relations perception plays a very important role in supporting the company's motives, namely achieving customer loyalty. In addition, self-congruity theory states that the way consumers evaluate products is in accordance with their self-image [31], [32]. As a result, higher congruence between self-image and product image will influence consumer attitudes or behavior regarding brand preferences, brand attitudes, product purchase decisions, customer satisfaction, and repurchase intentions [33].

The analysis results of this study are in line with empirical studies who report that in an increasingly networked economy, understanding consumers' tendencies to link brands to other entities such as people, places, things or brands is critical [34]. In terms of connecting the brand to the product, a public relations strategy can increase brand knowledge and build brand awareness through attraction and recognition.

Public relations perception can improve brand attitudes and experiences for customers. So, according to a summary of empirical results from several studies, consumers' perceptions of organizational-public relations influence evaluations of customer satisfaction, behavioral intentions and actual behavior. On the other hand, a person's self-concept consists of a number of self-identities, each of which varies along a continuum ranging from personal identity at one end to social identity at the other. When social categorization is made prominent through public relations perception, consumer demand for social identity increases, leading to higher consumer self-congruence [35].

Public relations perception in this case is dominated by the X24 indicator or PT BKI's public relations activities to handle issues related to the public in a timely manner. Meanwhile, the weakest indicator is X23 or PT BKI's public relations activities which provide a good understanding to the public about the company. Customer loyalty is dominated by the Y25 indicator or employment services provided by PT. BKI is in line with customer experience. The efforts made by PT BKI in providing the right service to its customers are in accordance with the expectations of customers who have previously received this type of service in previous experiences.

4.5. The Effect of Customer Satisfaction on Customer Trust

Customer satisfaction is positive and significant to customer trust. The analysis results show that the path coefficient is 0.779 and the p-value is <0.001 . These results also show statistical evidence that hypothesis 5 (H5) in this study is accepted. The results of this analysis are also in line with the opinion expressed by [36], there is a relationship between codified marketing theory and practical strategic marketing expertise. This means that customer satisfaction is able to have a strong impact on the customer trust given by customers. Service quality can produce possible results in relation to customer satisfaction, where if the service provided is in accordance with customer expectations, a higher sense of trust will emerge.

In line with several previous empirical studies [37], which also shows that customer satisfaction is the overall attitude of customers towards a service provider or shows an emotional reaction to the difference between what customers anticipate and what they receive in connection with the satisfaction of several needs, goals and desires. This also shows that there is a correlation between customer satisfaction and a sense of trust which is shown in the attitude of confidence towards the

service provider. These results are also able to show strong evidence that how important it is to build customer satisfaction because this will also be able to create a great sense of trust and customers will become more loyal to service providers in the midst of increasingly widespread competition.

In this case, customer satisfaction is dominated by indicator X31 or the service provided is good, while the weakest indicator in this case is X32 or professionalism in handling customer complaints. Meanwhile, customer trust is dominated by the Y11 indicator or the services provided by PT. BKI is in accordance with customer expectations and the weakest indicator is Y12 or the services provided by PT. BKI are in accordance with customer perceptions. Looking at this situation, despite the advantages of the business carried out by PT BKI, we also need to pay attention to things that we feel still need to be improved to maintain customer satisfaction and trust.

4.6. The Effect of Customer Satisfaction on Customer Loyalty

Customer satisfaction is positive and significant to customer loyalty. The analysis results show that the path coefficient is 0.253 and the p-value is <0.001 . These results also show statistical evidence that hypothesis 6 (H6) in this study is accepted. This result is also in line with the opinion of [38], where marketers must understand well what they are going to market so that they are able to meet the expectations of customers or consumers and then they will have a sense of dependence because what they feel is in line with their expectations. Also in line with or confirming previous studies by Hansemark & Albinsson (2004) where customer satisfaction is the customer's overall attitude towards the service provider or a description of the emotional reaction to the difference between what the customer expects and what he actually feels. So this will create good concern or loyalty. On the other hand, empirical studies found a positive relationship or correlation between customer satisfaction and customer loyalty [40–43].

In this case, customer satisfaction is dominated by indicator X31 or the service provided is good, while the weakest indicator in this case is X32 or professionalism in handling customer complaints. Meanwhile, customer loyalty is dominated by the Y25 indicator or employment services provided by PT. BKI is in line with customer experience. The efforts made by PT BKI in providing the right service to its customers are in accordance with the expectations of customers who have previously received this type of service in previous experiences. On the other hand, the weakest indicator in this case is Y22 or the services provided by PT. BKI in accordance with customer perceptions.

Customer satisfaction in using PT BKI services has been able to become an important factor that makes customers able to realize their good hopes regarding the handling of the suitability of the customer's fleet of ships, thereby making customers loyal in using PT BKI services at the next opportunity. Apart from being able to adapt to customer experiences, it must also be noted that the suitability of customer perceptions must be an important concern in the future.

4.7. The Effect of Customer Trust on Customer Loyalty

Customer trust is positive and significant to customer loyalty. The analysis results show that the path coefficient is 0.341 and the p-value is <0.001 . These results also show statistical evidence that hypothesis 7 (H7) in this study is accepted. The results of this analysis are in line with opinion [44], where customer trust is an important factor in building important relationships with customers. Customers who have a high level of trust also show that the company has been successful in implementing its marketing strategy offensively. Apart from that, trust is seen as an important tool in supporting success in any type of industry and is developed based on interaction with other people in a practical form. The findings of this study also confirm that in gaining trust, one party will take significant action related to the level of customer satisfaction [45].

In this case customer trust is dominated by the Y11 indicator or the services provided by PT. BKI is in accordance with customer expectations and the weakest indicator is Y12 or the services provided by PT. BKI are in accordance with customer perceptions. So it shows that apart from the excellence of the business carried out by PT BKI, attention is also needed to pay attention to things that are felt to still need to be improved to maintain customer satisfaction and trust. Meanwhile, customer loyalty

is dominated by the Y25 indicator or employment services provided by PT. BKI is in line with customer experience. PT BKI in providing the right service to its customers is in accordance with the expectations of customers who have previously received this type of service in previous experience, but on the other hand, the weakest indicator in this case is Y22 or the service provided by PT. BKI is in accordance with customer perceptions.

4.8. The Effect of Brand Image Moderation on the Relationship between Public Relations Perception and Customer Loyalty

Brand image weakens the relationship between public relations perception and customer loyalty. The analysis results show that the path coefficient is 0.032 and the p-value is 0.348. These results also show statistical evidence that hypothesis 9 (H8) is rejected. This result is also not in line with the opinion of, where public perception or perception of the company's relationship with society is one of the management functions in building and maintaining communication and mutual cooperation between the organization and its public [46]. The results of this study analysis show that there is no impact between public relations perception and customer loyalty.

The results of this study's analysis are also not in line with empirical studies where public relations perception should have an impact on customer loyalty because this should be able to describe consumer perceptions about the organization's public relations practices which are an antecedent of loyalty [47]. In this situation, public relations perception is dominated by indicators X24 or PT BKI's public relations activities handle issues related to the public in a timely manner. Meanwhile, the weakest indicator is X23 or PT BKI's public relations activities which provide a good understanding to the public about the company. The brand image is dominated by the Z11 indicator or PT. BKI is able to display complete ideas in its service products, while the smallest indicator in this case is Z14 or PT. BKI has a trusted brand with regards to its expertise. On the other hand, customer loyalty is dominated by indicators Y25 or employment services provided by PT. BKI is in line with customer experience. Furthermore, the weakest indicator in this case is Y22 or the services provided by PT. BKI in accordance with customer perceptions.

Brand image or company image in this case is a factor that is not able to moderate the relationship between public relations perception and customer loyalty. Therefore, the company or PT BKI must pay attention to the weakest indicators of each variable so that it is hoped that they will be able to improve customer trust through improving the company's image.

5. CONCLUSION

Service quality has a positive and significant effect on customer satisfaction and this also shows that the existence of service delivery efforts to provide appropriate service to customers as a dominant indicator of service quality has not influenced the service provided well to customers which also acts as a dominant indicator of customer satisfaction. Public relations perception has a positive and significant effect on customer satisfaction, which shows that PT's PR activities. BKI in handling problems related to the public in a timely manner as a dominant indicator in public relations perception is determining proportionally the good service provided by PT BKI as an indicator of customer satisfaction.

Service quality has a negative and insignificant effect on customer loyalty and these results show that there is no impact or influence of the service quality provided so far on customer satisfaction. Public relations perception has a positive and significant effect on customer loyalty. These results also show that the higher the public relations perception value, the more customer loyalty will increase. Customer satisfaction has a positive and significant effect on customer trust. It can be concluded that the determination of customer satisfaction on customer trust shows that the higher the value of customer satisfaction, the higher the value of customer trust. Customer satisfaction has a positive and significant effect on customer loyalty. It can be concluded that the determination of customer satisfaction on customer loyalty shows that the greater the value of customer satisfaction, the greater the value of customer trust. Customer trust has a positive and significant effect on customer loyalty.

It can be concluded that the determination of customer trust on customer loyalty shows that the greater the value of customer trust, the greater the value of customer loyalty. Moderating effect brand image has a positive but not significant effect on customer loyalty, and these findings also show that brand image does not moderate the relationship between public relations perception and customer loyalty.

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