

**THE EFFECT OF SERVICE QUALITY AND RELATIONSHIP
QUALITY IN-HOME SERVICE CAR REPAIR AND MAINTENANCE
ON CUSTOMER LOYALTY****Devita Sari¹, Tengku Ezni Balqiah²**¹Universitas Indonesia, devita.sari01@ui.ac.id²Universitas Indonesia, tengku.ezni@ui.ac.id

ABSTRACT

The rapid growth of the automotive industry in recent years, especially in the car industry, has emphasized the accompanying role of service quality (assurance, empathy, tangibles, responsiveness, and reliability) in-home service car repair and maintenance. With a paradigm shift to relationship marketing, how to build relationship quality between customers and firms has become a key for companies to achieve success. This study aims to determine whether service quality and customer satisfaction, trust, and commitment as relationship quality factors can be valuable to companies in generating customer loyalty. In turn, the influence of their attitudinal loyalty and their behavioral loyalty in the future. Data was collected from 413 respondents who used the home service car repair and maintenance during the last six months. The conceptual model was analyzed using partial least square structural equation modeling (PLS-SEM). Findings confirm that trust significantly and positively impacts commitment and satisfaction. Home service car repair and maintenance service quality dimensions also influence trust, commitment, and satisfaction. The findings revealed that service quality and relationship quality influenced customer loyalty. Finally, customer satisfaction has the highest overall effect on attitudinal loyalty and behavioral loyalty. The findings of the study add to developing empirical literature on service quality, relationship quality, and customer loyalty. The study indicates how relationship quality factors can influence customer loyalty and assist in building long-term relationships with customers where post-home service car repair and maintenance are concerned.

Keywords: Relationship Marketing, Service Quality, Relationship Quality, Customer Loyalty.

1. Introduction

The rapid growth of the automotive industry, which is increasingly competitive today, especially in the car industry, requires car manufacturers to increase their ability to develop creative and innovative ideas to achieve a company's competitive advantage involving customer service (Chou, 2014). Amid the Covid-19 pandemic, limiting the movement of customers to be able to use car repair and maintenance services at the workshop. Home delivery service is an appropriate mobility solution for four-wheeled vehicle owners to be able to enjoy car repair and maintenance services at home, which aims to provide speed, convenience, and quality of service according to customer needs (Agatz et al., 2011).

According to Yamoto (2007), a home delivery service is a delivery activity provided by a company or a service provided where goods and products are sent directly to the customer's home (Kassim and Asiah Abdullah, 2010). Home delivery service refers to services provided by home delivery service officers or employees from third parties who will only deliver products or goods to the customer's location either at the home, office or elsewhere. In the context of the four-wheeled automotive industry, it can be interpreted that the goods and products are in the form of car repair and maintenance services provided by the service provider, namely the company. Types of home service services that can be enjoyed, namely oil changes, battery changes, periodic maintenance, emission tests, and other services. Competition for home service car repair and

maintenance services is also increasingly competitive following the current increase in car sales. Several car brands that provide home service services include Honda (Honda Home Service), Hyundai (Hyundai Mobile Service), Mitsubishi (Mitsubishi Motors Home Service), Toyota (Toyota Mobile Service), Daihatsu (Daihatsu Mobile Service), BMW (BMW Home Service), Shop and Drive that can be used for all car brands.

The company's success in providing home delivery services effectively requires an important role from home delivery service officers in bridging service quality from service providers to customers to achieve customer satisfaction (Kim, 2021). Previous research conducted by Uzir et al. (2021) used five dimensions of the SERVQUAL measurement model (assurance, empathy, tangibles, responsiveness, and reliability), Kim (2021). Uzir et al. (2021) explained that service quality, perceived value, and trust affect customer satisfaction. The relationship between service quality and customer satisfaction and perceived value and customer satisfaction are partly mediated by trust.

In addition to the well-documented antecedents of service quality, building high-quality relationships between customers and companies is also the key to success for companies (Chi et al., 2020). The shift in the relationship marketing paradigm has received wider attention from both academia and industry in the context of business to business and business to customers. There is a systematic review conducted by Athanasopoulou (2009) regarding the study of relationship quality from 1987 to 2007, where there is general agreement that explains the importance of customer satisfaction, trust, and customer commitment to creating long-term relationships with customers.

Several previous studies have investigated the antecedents of service quality and customer loyalty. Rauch et al. (2015) explain the positive correlation between service quality, customer loyalty, retention, and profitability in hotel service providers. In addition, Hemsley-Brown and Alnawas (2016) found that service quality is one of the determinants of loyalty and commitment. The important role of relationship quality was also found by Izogo et al. (2017), which is the main determinant in building customer loyalty.

Companies are faced with increasingly competitive business developments, and maintaining long-term relationships with customers is a cheaper thing to do than finding new customers. Customer loyalty reflects that customers will commit to repeating purchases of products or services in the future (Oliver, 1997). Previous research also explained that the benefits of customer loyalty could be in the form of an increase in the intensity of repeat purchases, a better acquisition rate through positive communication (word of mouth), and sensitivity to lower prices (Parasuraman et al., 1994; Zeithaml et al., 1996).

This study aims to address some of the existing research gaps. First, this study proposes the development of the concept of relationship quality into service quality. The study also measures the correlation of service quality with the five dimensions of the SERVQUAL model (assurance, empathy, tangibles, responsiveness, and reliability) that will affect customer satisfaction, trust, and commitment as factors that drive relationship quality. The reason for including the concept of relationship quality comes from previous research by Chi et al. (2020); building high-quality relationships between customers and companies is also the key to success for companies in maintaining long-term relationships with customers.

The findings of this study are expected to add to the development of empirical literature on service quality, relationship quality, and customer loyalty. This study shows how relationship quality factors can affect customer loyalty and can encourage long-term relationships with customers after using home service-related car repair and maintenance services.

2. Literature Review

2.1 Home Delivery Service

Chou et al. (2014) generally define a home delivery service as a service that sends goods or services to their homes where customers feel the service without having to leave their homes. The characteristics possessed by home delivery services include accessibility, timeliness, convenience, price standards, service personalization, and service quality (Chou et al., 2014). Furthermore, Jiang et al. (2021) explained that home delivery service is defined as the delivery of goods and services that allow communication and coordination between various parties. Home delivery service is an attractive option for customers because they do not need to come to a store or service provider so that they can save time, especially for customers who are busy with daily routine activities. Ehmke et al. (2012) say that home delivery service represents the ability to provide efficient, convenient, and customizable services so that it becomes an opportunity to better satisfy customers, create competitive advantages and encourage long-term relationships between companies and customers. Innovation in home delivery services is also a priority for practitioners and academics (Pan et al., 2017), especially during the current Covid-19 pandemic. Home service car repair and maintenance is an innovation that offers a change in the customer experience in feeling the service is more comfortable and easy can be easily adjusted to the preferences and schedules desired by customers at the home, office, or other locations. The types of home

service car repair and maintenance services offered are almost the same as services in workshops, such as oil changes, battery changes, periodic maintenance, emission tests, and other services.

2.2 Relationship Marketing

The foundation of the marketing system lies in the relationship between two parties, namely organizations or companies that produce products and services, then customers who consume products and services (Tonder et al., 2017). Building relationships between companies and customers is a holistic approach that is often referred to as relationship marketing (Tonder et al., 2017). Taichon et al. (2015), a company's relationship marketing-based strategy will experience success if it focuses on relational factors that measure relationship marketing success, namely Trust, satisfaction, and commitment. In the early 1990s, Saidin et al. (2015) argued that customer relationships should be seen in long-term relationships by taking into account the dynamic relationship quality perspective. Tonder et al. (2016) explain relationship quality as the resilience of the relationship between the customer and the company.

2.3 Service Quality

Uzir et al. (2021) define service quality as the level of quality of a product or service provided to customers and satisfaction with the services provided by the service provider. There are five dimensions of the SERVQUAL measurement model, namely, assurance, empathy, reliability, responsiveness, and tangible (Parasuraman et al., 1988; Uzir et al., 2021). Assurance is the ability of employees to provide confidence and loyalty to customers as well as good employee behavior and knowledge about the service. (Parasuraman et al., 1988; Uzir et al., 2021). While empathy is defined as giving individual attention and care to customers (Parasuraman et al., 1988; Uzir et al., 2021). Reliability is defined as providing services reliably and accurately (Parasuraman et al., 1988; Anabila et al., 2021). Furthermore, responsiveness is a readiness to help customers and provide fast service (Parasuraman et al., 1988; Anabila et al., 2021). Finally, tangible is defined as physical facilities, staff appearance, and equipment to provide services (Parasuraman et al., 1988; Uzir et al., 2021). J. Kim, Morris, & Swait (2008), suggested that Trust refers to customers' perceptions of the company's reputation, credibility, and fulfillment of their expectations of service providers. Söderlund and Sagfossen (2017) also argue that higher service quality will increase customer satisfaction. Service quality also has an impact on sustainability commitment (Morgan & Hunt, 1994). Based on these arguments, the proposed hypothesis is as follows:

H1: Service quality has a positive effect on Trust.

H2: Service quality has a positive effect on customer satisfaction.

H3: Service quality has a positive effect on commitment.

2.4 Relationship Quality (Trust, Satisfaction, and Commitment)

There are three key factors of relationship quality, namely Trust, customer satisfaction, and commitment (Giovanis et al., 2015). Tonder et al. (2016) trust are when customers have confidence in the integrity of the company and are willing to rely on the company to provide long-term interests for them. Customer satisfaction is the result of comparing customer expectations with the customer's perceived service experience with the actual perception received from the company (Tonder et al., 2016). Commitment is an aspect that is also important in developing relationships between customers and companies (Fullerton, 2011; Tonder et al., 2016). Daud et al. (2018) explained that Trust has a positive and significant correlation with customer satisfaction. Fellows et al. (2016) stated that satisfaction occurs with the satisfaction of the customer's social needs which will result in an emotional bond that leads to commitment. Based on these arguments, the proposed hypothesis is as follows:

H4: Trust has a positive effect on customer satisfaction.

H5: Trust has a positive effect on commitment.

H6: Satisfaction has a positive effect on commitment.

2.5 Customer Loyalty (Attitudinal and Behavioral Loyalty)

Customer loyalty is the customer's commitment to making repeated purchases or reusing products or services in the future so that they buy the same brand again and are not affected by situations that cause switching to other service providers (Oliver, 1997; Farooq et al., 2020). Based on research (Chi et al., 2013) shows that there are two types of customer loyalty, namely attitudinal and behavioral loyalty. Previous research (Boonlertvanich, 2018) revealed that attitudinal loyalty is the extent to which customers perceive service providers as the customer's primary choice. Furthermore, behavioral loyalty is the tendency of customers to use services on an ongoing basis from service providers or recommend services to other closest associates (Boonlertvanich, 2018). Van Tonder (2016) states that to increase attitudinal loyalty, it is necessary to focus on maintaining and strengthening committed relationships where higher commitment can result in more loyal customers. Wallace,

Giese, & Johnson (2004) stated that the more customers feel that a service provider is of high value, the more they will become committed and willing to return to a particular service provider. Research by Choi et al. (2017) states that behavioral loyalty has a positive correlation with attitudinal loyalty. Based on these arguments, the proposed hypothesis is as follows:

H7: Commitment has a positive effect on attitudinal loyalty.

H8: Commitment has a positive effect on behavioral loyalty.

H9: Attitudinal loyalty has a positive effect on behavioral loyalty.

This is the proposed model in Figure 2.1

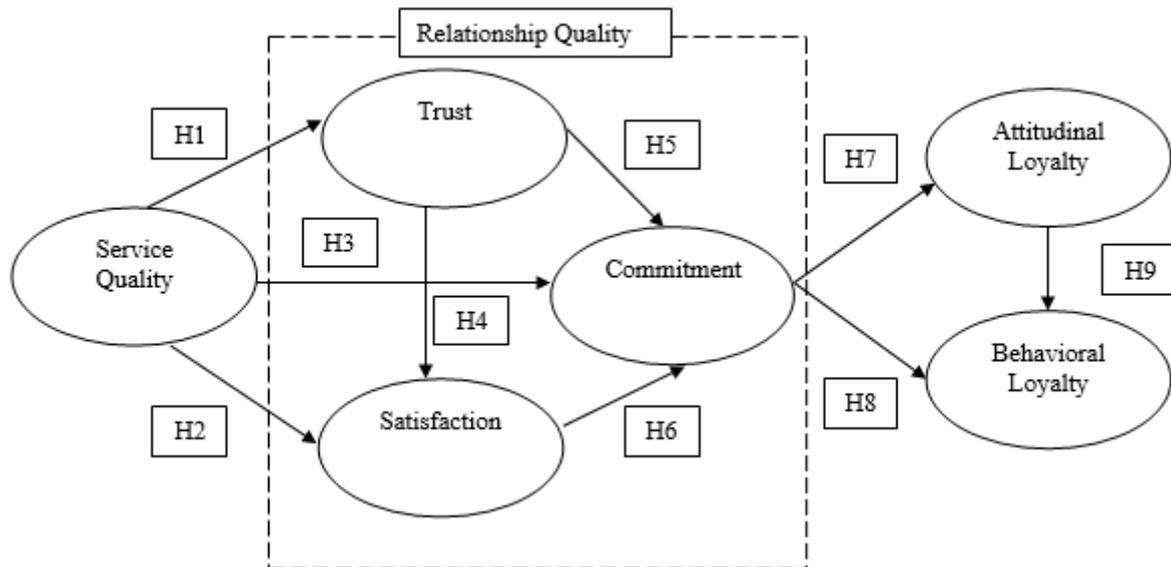


Figure 2.1 Research Model

Source: Author's work

3. Research Method

This study uses quantitative methods. The data was obtained by distributing questionnaires online through social media platforms such as WhatsApp and Instagram to make it easier for the authors to obtain respondent data. Furthermore, the data obtained will be stored digitally and tabulated. The author uses google form as a tool to make a questionnaire. Before carrying out the research, the writer will conduct a pre-test (preliminary test) for 30-50 respondents to ensure that the questionnaire can be fully understood by the respondents and that the respondents can understand the meaning of each item given. The questionnaire in this study is included in the type of self-administered questionnaire, which is a survey method that involves respondents answering every question on the questionnaire without any help from the author. Each variable uses a scale of 1-5, starting from strongly disagree to strongly agree. Respondents were asked to answer according to the 1-5 Likert scale provided. The population in this study were vehicle owners who used home service car repair and maintenance services in Indonesia. Due to the large population in this study and the lack of data regarding the characteristics of the population, the researcher chose a non-probability sampling technique with the convenience sampling method. The sample in this study were vehicle owners who had used home repair services and car maintenance services in the last six months. Data were collected from 413 respondents. This study uses the PLS-SEM method with the SmartPLS program.

4. Results and Discussion

The respondent's profile is divided into respondent's gender, respondent's age, last education, occupation, and domicile. The following is the demographic data of the respondents:

Table 4.1 Respondent Socio-Demographic

Variables	Categories	Frequency	Percentage
Gender	Male	252	61%
	Female	161	39%
Age	18 – 22 years old	5	1,2%
	23 – 38 years old	260	62,9%
	39 – 54 years old	144	34,9%
	> 54 years old	4	1%
Education Background	Senior High School	37	9%
	Diploma	75	18,2%
	Bachelor	285	69%
	Master	15	3,6%
	Doctoral	1	0,2%
Job Occupation	Students	5	1,2%
	Entrepreneurs	77	18,7%
	Civil Servant	35	8,6%
	BUMN/BUMD Employees	55	13,3%
	Private Employees	236	57%
	Others	5	1,2%
Domicile	Jabodetabek	293	71%
	Java	118	28,5%
	Sumatera	2	0,5%

Source: Statistical Software used by the researcher

In Table 4.1, it can be concluded that the male respondents were dominated by 61%, while the number of female respondents was 39%. Furthermore, when viewed in terms of age, most respondents were in the age range of 23-38 years, as much as 62.9%, followed by the next percentage in the age range 39-54 years, 34.9%, only 1.2% for the age range 18-22 years and the lowest percentage in the age range >54 years is 1%. The profile of respondents based on their latest education, the highest percentage is at the S1 (Bachelor) level of 69%, then D3/D4 (Diploma) at 18.2%, Senior High School at 9%, S2 (Master) at 3.6% and S3 (Doctoral) 0.2%. In terms of employment, respondents were dominated by employment as private employees with as much as 57%, entrepreneurs with 18.7%, BUMN/BUMD employees with 13.3%, Civil Servants (PNS) with 8.6%, students only 1.2 %, while other jobs are 1% and the lowest percentage is for the Retirement category of 0.2%. Next is the profile of respondents based on domicile; the data obtained is that as many as 71% of respondents come from the domicile of Jabodetabek, while the domicile from Java Island is 28.5%, and the lowest percentage is in the domicile of Sumatra at 0.5%.

The study focused on several steps in assessment. First, the outer model was examined to check the construct validity and reliability. The validity test checks to see whether a questionnaire from each variable is valid or not. According to Hair et al. (2013), an instrument can be considered valid when its value is greater than 0.5. Next, a convergent validity test was conducted to see the reliability of the indicators used in measuring the latent variable construct (Cooper et al., 2006). Chin and Dibbern (2010), the indicators in the study are declared valid when the Average Variance Extracted (AVE) value is > 0.50. Second, evaluate the inner model to investigate the relationship between the independent and dependent variables. The construct reliability test in this study used the entire research sample, amounting to 413 respondents. The criterion in the reliability test is to look at Cronbach's Alpha > 0.6 and Composite Reliability > 0.7 (Hair et al., 2013). The following is the value of the construct validity and reliability test:

Table 4.2 Results of Measurement and Structural Model

Construct	Items	Loadings (>0.5)	Cronbach's Alpha (>0.6)	Composite Reliability (>0.7)	Average Variance Extracted (>0.5)
Assurance	Home Service officers are experienced in their work (ASS1).	0.789	0.801	0.870	0.626
	The Home Service officer guarantees the confidentiality of the customer's data (ASS2).	0.795			
	The Home Service officers provide complete answers to customer questions (ASS3).	0.762			
	The Home Service officers can complete the work by paying attention to the quality of the services provided (ASS4).	0.819			
Empathy	The Home Service officers provide alternative options to resolve customer problems (EMP1).	0.750	0.811	0.876	0.640
	Home Service visit times can be adjusted according to customer needs (EMP2).	0.857			
	The Home Service officers put the interests of customers first (EMP3).	0.727			
	The Home Service officers try their best to serve special customer requests (EMP4).	0.856			
Reliability	The Home Service officers provide services according to the time promised to the customer (REL1).	0.928	0.806	0.877	0.646
	The Home Service officers provide service flexibility according to customer needs (REL2).	0.618			
	The Home Service officers provide appropriate responses to customer complaints (REL3).	0.741			
	The Home Service officers demonstrate competence in providing services to customers (REL4).	0.890			
Responsive	The Home Service officers provide services to customers quickly (RES1).	0.741	0.839	0.893	0.676
	The Home Service officers respond quickly to customer complaints (RES2).	0.856			
	The Home Service officers are willing to help customers if there are problems (RES3).	0.807			
	The Home Service officers respond to customer requests for Home Service services quickly (RES4).	0.877			
Tangible	The Home Service officers wear company uniforms neatly (TAN1).	0.807	0.843	0.895	0.680
	Home Service officers use modern work equipment and tools (TAN2).	0.785			
	Home Service vehicle attributes (stickers and writing) have a good appearance (TAN3).	0.864			
	Home Service officers keep the area around the work clean (TAN4).	0.841			
Service Quality (Second Order)	Assurance	0.907	0.960	0.964	0.573
	Empathy	0.920			
	Reliability	0.831			
	Responsive	0.898			
	Tangible	0.840			

Trust	Home Service can be trusted (TRU1).	0.818	0.838	0.892	0.673
	Home Service is reliable (TRU2).	0.811			
	Home Service has high integrity with the ease of service provided (TRU3).	0.826			
	Home Service keeps the promise of the service provided (TRU4).	0.826			
Customer Satisfaction	I am proud to be a part of customers' Home Service (SAT1).	0.913	0.894	0.928	0.764
	I think Home Service is very important to me (SAT2).	0.834			
	I care about the long-term success of Home Service (SAT3).	0.969			
	I hope the relationship with Home Service can continue for a long time (SAT4).				
Commitment	Home Service met my expectations (COM1).	0.878	0.807	0.874	0.636
	I am satisfied with my decision to use Home Service (COM2).	0.747			
	I found my experience with Home Service pleasant (COM3).	0.812			
	I am very satisfied with the services provided by Home Service officers (COM4).	0.745			
Attitudinal Loyalty	Home Service is always my first choice (ATT1).	0.884	0.792	0.877	0.705
	Home Service is one of my choices when compared to car maintenance services to workshops (ATT2).	0.817			
	I will recommend to others to use Home Service (ATT3).	0.817			
Behavioral Loyalty	I will return to using the Home Service (BEH1).	0.745	0.701	0.834	0.628
	I am a loyal customer of Home Service (BEH2).	0.871			
	I am willing to continue using Home Service in the future (BEH3).	0.756			

Source: Statistical Software used by the researcher

Table 4.2 represents the value of the loading factor (LA) of all indicators on the latent variable > 0.5 , so it can be declared valid. All constructs have Cronbach's alpha (CA) value > 0.60 , so it is declared reliable. Meanwhile, with the composite reliability (CR) value > 0.70 , it can be considered that all variables have high reliability. Furthermore, in all constructs, the value of average variance extracted (AVE) > 0.50 . It is concluded that all constructs of the measured variables have a high correlation (Fornell and Larcker, 1981; Bagozzi and Yi, 1988; Chin and Dibbern, 2010). The highest Average Variance Extracted (AVE) value of 0.764 is found in the satisfaction variable construct. Meanwhile, the lowest Average Variance Extracted (AVE) value is found in the assurance variable construct of 0.626.

The next stage is the analysis of the measurement model (inner model) after previously having analyzed the measurement model (outer model) and has met the criteria for testing the validity and reliability of the construct. The R-Square value is useful in measuring how far the influence of exogenous variables affects endogenous variables. The assessment criteria are if the value of $R^2 = 0.75$, then it can be said that the model is substantial or strong. Then if the value of $R^2 = 0.50$, then it can be said that the model is moderate or moderate. Furthermore, if the value of $R^2 = 0.25$, it can be said that the model is weak or bad. The R-square value will range from 0 to 1, where closer to 1 indicates the more significant influence of the selected independent variable. The following is Table 4.3, which shows the R-square value:

Table 4.3 R Square

Variables	R Square	R Square Adjusted	Decision
Assurance	0.907	0.907	Substantial
Empathy	0.920	0.919	Substantial
Reliability	0.831	0.830	Substantial
Responsive	0.898	0.897	Substantial
Tangible	0.840	0.839	Substantial
Trust	0.888	0.888	Substantial
Satisfaction	0.843	0.843	Substantial
Commitment	0.817	0.815	Substantial
Attitudinal Loyalty	0.642	0.641	Moderate
Behavioral Loyalty	0.761	0.759	Moderate

Source: Authors

Table 4.3 illustrates that the structural model analysis of the R square value of the exogenous latent variable construct can explain the endogenous latent variable well in the substantial and moderate categories.

Furthermore, the direct path coefficient test is carried out by looking at the value of t-statistics on the path coefficient resulting from the bootstrapping process. The path coefficient test is intended to see the extent of the influence of the exogenous latent variable on the endogenous latent variable. by using a two-tailed t-test at a significance level of 5%, the t-statistical value (t-count) must be greater than the t-table 1.96 (Hair et al., 2014).

Table 4.4 Results of Hypothesis Testing

Paths	Original Sample	T Statistics	P Values	Decision
SQ -> ASS	0.953	81.351	0.000	Accepted
SQ -> EMP	0.959	99.279	0.000	Accepted
SQ -> REL	0.911	46.947	0.000	Accepted
SQ -> RES	0.947	75.507	0.000	Accepted
SQ -> TAN	0.916	49.612	0.000	Accepted
SQ -> TRU	0.942	67.596	0.000	Accepted
SQ -> SAT	0.918	43.097	0.000	Accepted
SQ -> COM	0.600	5.027	0.000	Accepted
TRU -> SAT	0.275	3.382	0.000	Accepted
TRU -> COM	0.262	2.756	0.006	Rejected
SAT -> COM	0.056	0.849	0.396	Rejected
COM -> ATT	0.801	19.882	0.000	Accepted
COM -> BEH	0.478	7.385	0.000	Accepted
ATT -> BEH	0.441	6.968	0.000	Accepted

Source: Statistical Software used by the researcher

The results of statistical processing show that the original sample value is positive, the P-value < 0.05, and the T-statistics value > 1.96, so hypotheses 1, hypothesis 2, hypothesis 3, hypothesis 4, hypothesis 7, hypothesis 8, and hypothesis 9 are accepted. Furthermore, hypothesis 5 and hypothesis 6 are rejected because the P-value > 0.05.

5. Conclusion and Implications

This study aims to determine whether service quality and customer satisfaction, trust, and commitment as relationship quality factors can be valuable to companies in generating customer loyalty. In turn, the influence of their attitudinal loyalty and their behavioral loyalty in the future. Data was collected from 413 respondents who used the home service car repair and maintenance during the last six months. The results of this research which are nine hypotheses, are almost significant, but two hypotheses are not significant: TRU toward SAT and TRU toward COM.

Research on home service car repair and maintenance services can be useful in both theory and managerial implications. First, the implications for theory are the findings in this study will add to the literature on the SERVQUAL measurement model (assurance, empathy, tangibles, responsive and reliability), developing the concept of relationship marketing and generating customer loyalty, both attitudinal and behavioral loyalty in the context of home service repair and car maintenance. Second, managerial implications are the findings in the study can add insight to the company in improving service quality to create good relationship quality with customers to produce customer loyalty in the company's long-term relationship with customers.

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