

The Impact Of Service Quality Towards Customer's Loyalty At Pt. Odiseus International Medan

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ABSTRACT

Globalization also has motivated managers to develop products or services quality that the company can compete in the world. Besides that, the managers of the company engaged in services sector need to carefully consider all situation and the conditions in order to providing the best service. Business opportunities in the services sector cannot be separated from the dynamics of the situation and external factors. In order to survive and make a profit that is planned, company is required to adapt products and services to the customer's needs. Service companies should provide better service to its customers. The purposes of this research are to know the influence of service quality towards customer loyalty at PT Grand Odiseus International Medan. This research is done by using descriptive research and correlational design. Research methods which used are descriptive statistic analysis, validity and reliability test, simple linear regression, coefficient correlation, coefficient of determinant and Z testing. The result of this research is that there is influence of service quality towards customer loyalty in PT Grand Odiseus International Medan. In Z test, it can be determined that $Z_{count} > Z_{table}$ ($7.519 > 1.96$). Therefore, hypothesis alternative is accepted that there is influence of service quality toward customer loyalty at PT Grand Odiseus International Medan. In correlation test, it can be know that service quality as independent variable (X) has strong positive relationship with customer loyalty in PT Grand Odiseus International Medan. In determinant test, it can be known that customer loyalty can be explained in 61.5% by service quality variable in PT Grand Odiseus International Medan while the rest as 38.5% can be explained by other variables which is not studied in this research. In linear regression analysis, it can be determined linear regression equation in $Y = 0.111 + 0.619X$. The regression coefficient is 0.619 that means increasing 1 unit of service quality variable can increase customer loyalty in 0.619 unit.

INTRODUCTION

Globalization has encouraged competition in the competitive business world. Tight competition can give the benefit to a company that has competitive advantage with result that the company can survive. Competition is always appearing in the business world. Therefore, it encourages the emergence of new ideas to create products or services that provide benefits or more value to customers. Globalization also has motivated managers to develop products or services quality that the company can compete in the world. Besides that, the managers of the company engaged in services sector need to carefully consider all situation and the conditions in order to providing the best service. Business opportunities in the services sector cannot be separated from the dynamics of the situation and external factors. In order to survive and make a profit that is planned, company is required to adapt products and services to the customer's needs. Service companies should provide

better service to its customers. According to Yunus (2013, p.335), “Service quality significantly influences customer loyalty”. More importantly, improving service quality in such an organization may result in long-term increase in customer’s loyalty; this in turn leads to cost savings and improved profitability and market share. This research is done to PT Grand Odiseus International as one of the company that engaged in health service including gym and spa. As service company, PT Grand Odiseus International is also required to continuously improve the service quality to user of gym and spa service in order to compete with other company. PT Grand Odiseus International need to optimize existing form of service. This is needed because many company from local and foreign country that are ready to take over the market.

Formerly, the gym and spa are considered as gathering place for rich people with luxurious lifestyle. In further development, the gym and spa are no longer considered as a place for rich people but it is better known as a place to do body treatment that can provide a positive impact for many people. In this case, PT Grand Odiseus International also try make better understanding to everyone that exercise and body care is very good for the health and fitness of human body. A good understanding will be delivered with great service. Therefore, PT Grand Odiseus International consider that customer satisfactions is top priority. Customer satisfaction is an important role and critical for the survival and growth of company. By listening to what customers want and complaint, the company can develop service quality. In this study, the service quality that can be categorized as good service quality is service quality that will make the customers feel satisfied and rely on what the company has given to the customer.

METHODOLOGY

The research design refers to the overall strategy that choose to integrate the different components of the study in a coherent and logical way, thereby, effectively address the research problem which constitutes the blueprint for the collection, measurement, and analysis of data. The plan and structure is the overall scheme of the research. The writer will use descriptive research. Quantitative descriptive method is a method of research that aims to describe or explain an event or occurrence that something happens in the present in the form of significant digits. So it can give an objective review about the condition of the company. Descriptive research also establish the report which is related to the characteristic of certain group through it analysis. In this research the writer will obtain the data from the questionnaire by giving a few questions that is related to the research and ask the respondents to make choices among a set of alternatives given by the writer. It is used to find out the influence of service quality towards customer loyalty.

RESULTS

TEST OF DATA QUALITY

Before data is analyzed, the writer will conduct test of data quality of the independent variable (service quality) and the dependent variable (customer loyalty). The test of data quality is done to questionnaire as research instrument and the data obtained from this questionnaire.

Validity Test

The validity test is done for measuring precision and accuracy of a instrument in performing its function. The research instrument can be said as valid instrument if the instrument can perform its function and measuring results in accordance with the purpose of doing this research. Valid measurement tool is not only capable of expressing the data correctly, but it also must provide a systematic overview of the data. Validity test is done with using Pearson Correlation testing.

Table 1. Validity Test For Service Quality Questionnaire

No	Questions	Pearson Correlation	Validity
1	PT Grand Odiseus International Medan provides complete facility and attractive room.	0.864	Very High
2	PT Grand Odiseus International Medan provides accurate and timely service to customer	0.943	Very High

3	PT Grand Odiseus International Medan has high responsiveness in help and providing the service when customer visit the company	0.954	Very High
4	The customers has trust and confidence in making transaction with the company	0.756	High
5	PT Grand Odiseus International Medan can give full attention and know the customer's need	0.817	Very High

Source : Prepared by Writer (2025)

From the result of validity test of 5 instruments in measuring service quality variable, the level of validity is in high and very validity which it means that 5 questions for measuring service quality variable is declared as valid instrument and it can be used in this research.

Table 2. Validity Test For Customer Loyalty Questionnaire

No	Questions	Pearson Correlation	Validity
1	Customer want make transaction regularly for long time with the company.	0.910	Very High
2	Customer can resist of bad issues about PT Grand Odiseus International, Medan	0.831	Very High
3	Customers want to recommend PT Grand Odiseus International, Medan to their relatives	0.917	Very High

Source : Prepared by Writer (2025)

From the result of validity test of 3 instruments in measuring customer loyalty variable, the level of validity is in high validity which it means that 3 questions for measuring customer loyalty variable is declared as valid instrument and it can be used in this research.

Reliability Test

Reliability test is conducted to know whether the instrument is sufficient to be used as data collection instrument. With good and reliable instrument, the data collected will become reliable data. Reliability is used to measuring whether there is consistent measurement when this measurement is repeated in many times. Reliability test is done with using the formula Cronbach's Alpha.

Table 3. Reliability Test for Service Quality Questionnaire
Reliability Statistics

Cronbach's Alpha	N of Items
.916	5

Source : SPSS Data Processed (2025)

From the table above, it can be seen that service quality questionnaire has Cronbach's Alpha in 0.916. Therefore, the instrument reliability is in very high reliability with result it can be concluded that the instrument is reliable and it can be used in this research.

Table 4. Reliability Test for Customer Loyalty Questionnaire
Reliability Statistics

Cronbach's Alpha	N of Items
.865	3

Source : SPSS Data Processed (2025)

From the table above, it can be seen that customer loyalty questionnaire has Cronbach's Alpha in 0.865. Therefore, the instrument reliability is in very high reliability with result it can be concluded that the instrument is reliable and it can be used in this research.

Normality test

Normality test aims to test whether the data variables have a normal distribution. A good regression model is a normal distribution of data. To detect normality of data, it can be done with Kolmogorov Smirnov testing.

Table 5
Normality Test
One-Sample Kolmogorov-Smirnov Test

		Service Quality	Customer Loyalty
N		93	93
Normal Parameters ^a	Mean	12.8925	8.0860
	Std. Deviation	3.25196	2.56505
Most Extreme Differences	Absolute	.115	.132
	Positive	.082	.115
	Negative	-.115	-.132
Kolmogorov-Smirnov Z		1.112	1.271
Asymp. Sig. (2-tailed)		.168	.079

Source : SPSS Data Processed (2025)

From table above, it can be seen that significant value of service quality variable is in 0.168 that it is over than 0.05. The significant value of customer loyalty is in 0.079 that is over than 0.05. The data of service quality and customer loyalty variable are in normal data distribution.

TEST OF HYPOTHESIS

Correlation Test

Correlation test is done to determine the relationship level between service quality variable with customer loyalty variable.

Table 6 Correlation Test

Correlations

		Service Quality	Customer Loyalty
Service Quality	Pearson Correlation	1	.784**
	Sig. (2-tailed)		.000
	N	93	93
Customer Loyalty	Pearson Correlation	.784**	1
	Sig. (2-tailed)	.000	
	N	93	93

** . Correlation is significant at the 0.01 level (2-tailed).

Source : SPSS Data Processed (2025)

From table above, it can be known that the correlation value is in 0.784 that means there is strong positive relationship between service quality variable with customer loyalty variable at PT Grand Odiseus International Medan.

Determination Test

Coefficient of determination test is done to describes how much customer loyalty can be explained by service quality variable.

**Table 7
Determination Test**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784 ^a	.615	.611	1.60012

a. Predictors: (Constant), Service Quality

Source : SPSS Data Processed (2025)

The results of the calculations shows that the coefficient of determination is 0.615. This means that 61.5% customer loyalty variable variation can be explained by the service quality variable while the rest (38.5%) can be explained by other variables not examined in this study.

Linear Regression Analysis

Regression analysis is used to measure the effect of independent variable on the dependent variable. Based on the calculation of linear regression using SPSS, the result of linear regression analysis can be seen in table below:

Table 8
Linear Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.111	.682		.162	.871
Service Quality	.619	.051	.784	12.059	.000

a. Dependent Variable: Customer Loyalty

Source : SPSS Data Processed (2025)

Linear regression equation model of this research is $Y = 0.111 + 0.619X$. From this results, it can be explained the linear regression equation as follows:

- It is known that the value of the constant is 0.111 which shows that if service quality (X) is fix or constant then customer loyalty will be predicted to 0.111.
- Service quality variable has a positive coefficient value. This means that the service quality variable has positive influence toward customer loyalty. The regression coefficient has a value of 0.619 indicating that if service quality increase in 1 unit, then customer loyalty will also increase in 0.619 unit.

3. Z test

Z test is done to explain that there is influence of service quality toward customer loyalty at PT Grand Odiseus International Medan. The criteria of hypothesis test are as follows:

$Z_{\text{count}} < -Z_{\text{table}}$

Null hypothesis (H_0) is rejected

$Z_{\text{count}} > +Z_{\text{table}}$

Null hypothesis (H_0) is rejected

$-Z_{\text{table}} < Z_{\text{count}} < +Z_{\text{table}}$

Null hypothesis (H_0) is accepted

$$Z = \frac{r}{1/\sqrt{n-1}}$$

$$Z = 0.784 \left(\frac{1}{\sqrt{93-1}} \right)$$

$$Z = 0.784 (9.59)$$

$$Z = 7.519$$

From the above calculation, it can be seen that Z_{count} is 7.519. The Z_{table} is with level of significance 5% is 1.96. Therefore, it can be stated that $Z_{\text{count}} > Z_{\text{table}}$ ($7.519 > 1.96$). Based on criteria of hypothesis, it can be seen that there is an influence service quality (X) toward customer loyalty (Y) at PT Grand Odiseus International Medan.

DISCUSSION

From descriptive analysis, the most of respondent is disagree about dimension of service quality in PT Grand Odiseus International Medan and most of respondent is moderate about customer loyalty in PT Grand Odiseus International Medan.

In validity test, the validity of questionnaire is in high and high level validity. Therefore, the questionnaire is valid to be used in this research.

In reliability test, the reliability of questionnaire is in very high reliability as measurement instrument. Therefore, the questionnaire is reliable to be used in this research.

In correlation test, it can be know that service quality as independent variable (X) has strong positive relationship with customer loyalty in PT Grand Odiseus International Medan

In determinant test, it can be known that customer loyalty can be explained in 61.5% by service quality variable in PT Grand Odiseus International Medan while the rest as 38.5% can be explained by other variables which is not studied in this research.

In linear regression analysis, it can be determined linear regression equation in $Y = 0.111 + 0.619X$. The regression coefficient is 0.619 that means increasing 1 unit of service quality variable can increase customer loyalty in 0.619 unit.

In Z test, it can be determined that $Z_{count} > Z_{table}$ ($7.519 > 1.96$). Therefore, hypothesis alternative is accepted that there is influence of service quality toward customer loyalty at PT Grand Odiseus International Medan.

CONCLUSION

The conclusion of this research is there is influence of service quality towards customer loyalty in PT Grand Odiseus International Medan. In Z test, it can be determined that $Z_{count} > Z_{table}$ ($7.519 > 1.96$). Therefore, hypothesis alternative is accepted that there is influence of service quality toward customer loyalty at PT Grand Odiseus International Medan. In correlation test, it can be know that service quality as independent variable (X) has strong positive relationship with customer loyalty in PT Grand Odiseus International Medan. In determinant test, it can be known that customer loyalty can be explained in 61.5% by service quality variable in PT Grand Odiseus International Medan while the rest as 38.5% can be explained by other variables which is not studied in this research. In linear regression analysis, it can be determined linear regression equation in $Y = 0.111 + 0.619X$. The regression coefficient is 0.619 that means increasing 1 unit of service quality variable can increase customer loyalty in 0.619 unit.

RECOMMENDATION

1. Managers need effective recruitment and training program to ensure that employees offer professional services, pay more attention to customer needs, and void revealing customer information to marketers. Service quality is a significant determinant of customer loyalty in the company. The management should organize training and refresher courses for all company employees on modules intended to develop trustworthiness among company employees as well in the company to develop the character and good habits among the employee.
2. Managers are advised to focus their efforts in managing relationship quality because of its direct effect on loyalty. Marketing managers need to clearly define relationship development strategies, service provision policies and develop homogeneous service provision. From strategic point of view, this study showed potential areas of competitive advantage and relationship strategies development. Relationship quality can help firms achieve competitive advantage. In business settings, priority should be given for building strategies based on relationship quality leveraging it to detrimental customer reactions.

Although customer service has been evaluated long time ago, but it is still one study that company must continue to conduct in order to meet the changes in the spa and gym industry. New technologies must be incorporated as a factor to measure service quality in future researches. It must also be accommodated with the new company requirements of the customer. A clearer understanding as to the sequence of relationship between service quality, customer satisfaction and customer loyalty can help to ensure better targeting of customer using limited marketing resources.

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