



## Determination of service quality and marketing mix to customer loyalty with customer satisfaction as intervening variables

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### Abstract

This study aims to empirically examine the effect of service quality (SERVQUAL-based) and marketing mix (4C approach) on customer loyalty with customer satisfaction as a mediating variable in the building materials retail industry in the Jabodetabek area. Using a quantitative approach with an inferential descriptive design, data were collected through an online questionnaire from 435 respondents of Depo Bangunan and Mitra10 selected using purposive sampling. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with a second-order construct approach. The results show that service quality and marketing mix have a positive and significant effect on both customer satisfaction and loyalty, with the marketing mix being the most dominant predictor. Furthermore, customer satisfaction is proven to significantly act as a partial mediating variable bridging the relationship between service quality and marketing mix on loyalty. As a practical recommendation, building materials retail management is advised to improve staff technical competencies, optimize transaction efficiency, and design after-sales guarantees and loyalty incentive programs. Future researchers are recommended to add variables such as perceived value or customer experience and expand the sample scope using mixed methods.

## Introduction

The global retail industry is currently facing massive digital disruption, triggering a retail apocalypse where many conventional stores are forced to close (Chun et al., 2023; Harto et al., 2023; Purwanto, 2025). However, an interesting anomaly occurs in the building materials retail sector, which actually shows strong resilience. This is driven by the basic need for housing, a housing backlog reaching 2.8 million units, and consumer preferences that still heavily rely on physical store visits to assess products in person, get technical consultation, and build transactional trust programs (Astuti, 2025; Breugelmanns et al., 2023). Greater Jakarta specifically is an area with high construction activity, triggering aggressive expansion from major modern building material retail players like Mitra10 and Depo Bangunan (Badan Pusat Statistik, 2025; Industry.co.id, 2025; Maharani & Alexander, 2024; Wartaekonomi.co.id, 2024).

However, this intense competition raises new challenges seen from the results of a preliminary survey. The survey revealed a "loyalty gap" among building material retail customers. Although customers rated service quality and marketing mix as very good with satisfaction levels reaching 86-90%, their loyalty scores remained in the medium category (68-74%). This gap indicates that traditional marketing instruments and basic service fulfillment are not enough to emotionally bind consumers in the long run. Therefore, this research is crucial to explore this problem through the lens of Service-Dominant Logic (SDL) theory, which emphasizes value co-creation between customers and companies to bridge that gap in creating long-term loyalty (Ali et al., 2024).

Service Quality is basically centered on efforts to meet customer needs and desires and the accuracy of their delivery to keep up with customer expectations (Tjiptono, 2014 in Budiarmo et al., 2022). The most fundamental approach to measuring service quality was introduced by Parasuraman, Zeithaml, & Berry (1988) through the SERVQUAL model, which formulates service quality as a gap between consumer expectations and their perception of actual service performance (Udayalakshmi & Sridevi, 2023). The model includes five main dimensions, namely: reliability, responsiveness, assurance, empathy,

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and tangibles (Udayalakshmi & Sridevi, 2023). Precise fulfillment of service quality is a crucial prerequisite for the creation of a long-term competitive advantage, as excellent service directly responds to consumer demand and leads to increased satisfaction (Supriyanto et al., 2021).

Marketing Mix is defined as a set of tactical marketing tools that a company can control combined to generate the desired response from its target market (Simanjuntak & Ginting, 2022). Traditionally, the concept of the marketing mix has been centered on the 4Ps (Product, Price, Place, Promotion), which then evolved into the 7Ps in service marketing according to Boom & Bitner with the addition of people, process, and physical evidence (Erlina & Hermawan, 2021). For the modern retail sector, the management of this marketing mix transforms towards the consumer perspective (4C: Customer Needs & Wants, Cost, Convenience, Communication) which is critical to provide value and satisfy consumers. The proper management of elements of the marketing mix has been empirically proven to be a vital instrument in transferring value to customers and forming the foundation of consumer satisfaction (Fajrin & Aprianingsih, 2024).

According to Kotler et al., (2022), Customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing their perception of the performance (or results) of a product/service with their initial expectations (Taufik et al., 2022). If the performance of the service is below expectations, the consumer will feel dissatisfied; However, if the performance meets or exceeds expectations, there will be a feeling of great happiness and satisfaction. This view is in line with Lovelock & Wirtz (2016) who stated that satisfaction is an attitude that is decided based on the consumer's experience in evaluating the characteristics or features of a service. Satisfaction is a key indicator of business performance and a key predictor of relationship sustainability or consumer loyalty (Taufik et al., 2022).

Customer Loyalty is defined by Oliver (2010) as a deep commitment from customers to consistently subscribe to or repurchase preferred products/services in the future, despite situational influences or marketing efforts from competitors that have the potential to trigger brand shift behavior (Hayuningtyas, 2020).

According to Griffin (2005) truly loyal customers show specific behavioral characteristics, namely making regular repeat purchases, buying other product lines or services from the same company, recommending products to others (referrals), and showing immunity to attraction from competitors (Akmala et al., 2023).

H1: Service quality has a positive and significant effect on customer satisfaction. The Effect of Service Quality on Customer Satisfaction Service quality (measured through reliability, responsiveness, assurance, empathy, and tangibles) delivered consistently will create a positive customer perception. This positive effect is supported by findings from (Slack & Singh, 2020), (Fida et al., 2020), (Anabila et al., 2022), (Kurniawan et al., 2025).

H2: Marketing mix has a positive and significant effect on customer satisfaction. The Effect of Marketing Mix on Customer Satisfaction The implementation of the 4C marketing mix that aligns with consumer expectations is proven to create a shopping experience that leads to customer satisfaction. This empirical relationship is in line with (Fajrin & Aprianingsih, 2024) and (Oktaria et al., 2023).

H3: Customer satisfaction has a positive and significant effect on customer loyalty. The Effect of Customer Satisfaction on Customer Loyalty Satisfaction serves as the main foundation for continuous commitment. This hypothesis is strongly supported by research from (Dhisasmito & Kumar, 2020) and (Supriyanto et al., 2021), proving satisfaction is a key predictor of loyalty.

H4: Service quality has a positive and significant effect on customer loyalty. The Effect of Service Quality on Customer Loyalty Service quality can foster a bond of trust and loyalty for the long term. Support for this direct relationship is found in (Fida et al., 2020) and (Anabila et al., 2022).

H5: Marketing mix has a positive and significant effect on customer loyalty. The Effect of Marketing Mix on Customer Loyalty A marketing strategy that understands consumer needs, offers affordability, and provides easy access will directly strengthen customers' intentions not to switch to competitors. This hypothesis is validated by research from (Oktaria et al., 2023) and (Tobing et al., 2021).

H6: Service quality has a positive and significant effect on customer loyalty mediated by customer satisfaction. Customer Satisfaction as a Mediator between Service Quality and Customer Loyalty Excellent service triggers satisfaction, which then acts as a bridge that strengthens the realization of customer commitment. This mediating relationship is supported by findings from (Slack & Singh, 2020) and (Supriyanto et al., 2021).

H7: Marketing mix has a positive and significant effect on customer loyalty mediated by customer satisfaction. Customer Satisfaction as a Mediator between Marketing Mix and Customer Loyalty The

satisfaction from 4C dimensions will mediate or strengthen the influence of marketing tactics into true loyalty. This mediation role is supported by (Oktaria et al., 2023) and (Fajrin & Aprianingsih, 2024).

The following is the framework of thinking in this study:

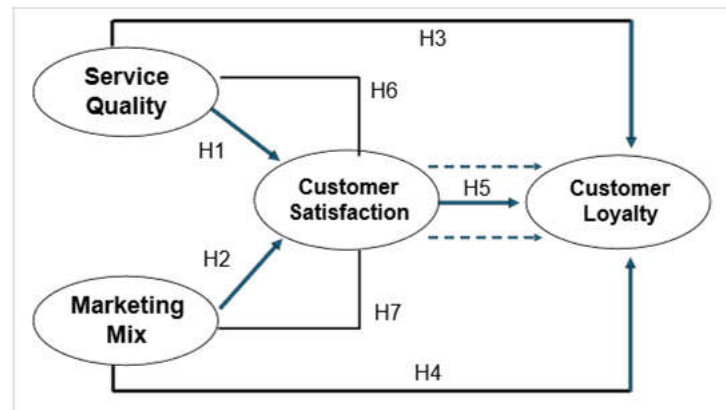


Figure 1. Conceptual Framework

Although the causality relationship between these variables has been extensively explored, this study has novelty and significant differences compared to previous studies in three main aspects:

1. The Research Object Context: majority of previous studies focused on general service sectors or FMCG retail. There is very limited research specifically examining building materials retail supermarkets, which actually demands a much higher level of consumer involvement, technical consultation, and trust-based decisions.
2. The Marketing Mix Approach previous studies were still heavily dominated by the product-oriented classic marketing mix (4P or 7P). This research applies the 4C marketing mix (Customer Needs, Cost, Convenience, Communication), which is much more oriented to the customer's solution point of view.
3. The Theoretical Model Integration: There is no literature that integratively integrates the value collaboration perspectives of Service-Dominant Logic (SDL), SERVQUAL-based service quality, and 4C marketing in a single satisfaction-mediated structural model

Departing from the phenomenon of the empirical loyalty gap and the research gap that has been described, this study is comprehensively aimed at testing, analyzing, and empirically proving the direction and magnitude of the influence of service quality and marketing mix (through the 4C approach) on consumer satisfaction and its implications on customer loyalty in the building materials retail industry in the Greater Jakarta area. In more depth, this study also carries out the crucial goal of proving the extent to which customer satisfaction is able to carry out its role as an intervening variable (mediator) that indirectly bridges the impact of the quality of service interactions and marketing mix strategies in reconstructing long-term customer commitment and loyalty in the midst of escalating industrial competition.

## Research Methods

This research uses a quantitative approach with a survey method. The research design applied is quantitative descriptive that is inferential, where phenomena are measured numerically using structured questionnaire instruments with a Likert scale, then analyzed for hypothesis testing and population conclusions. Given that this research model is complex and involves multidimensional latent variables (such as the SERVQUAL dimension and the 4C mix), this study specifically applies the formative measurement model of the Second-Order Construct model design.

**Place and Time** This research was carried out on the modern building materials retail industry in the form of supermarkets in the Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, and Bekasi), with the object of research focused on the Depo Bangunan and Mitra10 outlets. The implementation of data collection (survey) will be carried out in 2026, which is limited to the customer transaction experience in the last 12 months.

The population in this study is all customers who have purchased building materials at Depo Bangunan and Mitra10 supermarkets in the Greater Jakarta area for the past 12 months. Since the size of the population is not known for sure (infinity), the determination of the minimum sample count is calculated using the Lemeshow Formula. With a maximum estimated rate of 50% and a sampling error

rate of 5% ( $\alpha = 0.05$ ), a minimum sample of 385 respondents was obtained. In the actual implementation, the researcher managed to collect data from 435 respondents (Lemeshow et al., 1990).

**Sampling Technique:** Sample selection is carried out through the non-probability sampling method with the Purposive Sampling technique. The inclusion criteria include: (1) Having shopped at the supermarket for the building material in the last 12 months, (2) At least 18 years old, (3) Domiciled/active in Greater Jakarta, and (4) Including segmentation of individual buyers and professional customers (contractors/handymen).

**Variables and Indicators Observed in this study** measured 4 main variables using a Likert Scale of 1-5 (Strongly Disagree to Strongly Agree), which is elaborated into a total of 43 indicators, Independent/Exogenous Variables (X1) - Quality of Service: Measured through 14 indicators (KL1 - KL14) adapted from the SERVQUAL dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. Free/Exogenous Variables (X2) - Marketing Mix: Measured through 9 indicators (BP1 - BP9) with a 4C approach, namely Customer Needs and Wants, Cost, Convenience, and Communication. Intervening/Mediating Variable (Z) - Customer Satisfaction: Measured through 12 indicators (KP1 - KP12) which include satisfaction as the fulfillment of expectations, affective response, and evaluation of service stability. Bound/Endogenous Variable (Y) - Customer Loyalty: Measured through 8 indicators (LP1 - LP8) which include cognitive, affective, conative, and action loyalty (such as regular repurchase and willingness to recommend).

The data collection process was carried out through three comprehensive techniques, namely Questionnaire (Primary Data): The main data for hypothesis testing was collected through an online questionnaire using Google Form, which was distributed through social media (WhatsApp and Instagram) to respondents who met the criteria. Observation (Primary Data): Direct observation at retail outlets to verify service activities, store layout, employee-customer interaction, and implementation of field marketing strategies. Documentation and Literature Study (Secondary Data): Collection of information from journals, books, data from the Central Statistics Agency (BPS), annual reports of companies to strengthen the theoretical basis and context of the results of the analysis.

The collected information was analyzed in stages using an advanced parametric statistical approach, namely Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 3 software. The analysis and feasibility testing process includes, Descriptive Statistics by grouping and tabulating interval data (score 1-5). Information was analyzed using mean, frequency distribution, and standard deviation to classify respondents' responses into categories (Very Bad to Very Good). Data Quality Test (Outer Model) that assesses the feasibility of the instrument. This analysis evaluates Convergent Validity (assessing the Outer Loading value  $> 0.5$  and the AVE ideal limit  $> 0.50$ ), Discriminant Validity (ensuring the Cross Loading value and the Heterotrait-Monotrait Ratio/HTMT parameter are qualified), as well as the Reliability Test (evaluating Cronbach's Alpha  $> 0.7$  and Composite Reliability  $> 0.6$ ). Model Feasibility Test (Goodness of Fit / Inner Model) with structural model formulation was evaluated by examining the fit of the model, looking at the SRMR value ( $< 0.08$ ), evaluating the multicollinearity test (Variance Inflation Factor / VIF  $< 5$ ), and evaluating the R-Square (determination coefficient), F-Square (magnitude of effect), and Q-Square (predictive relevance). The process of formulating an inner model for a second-order construct is carried out in two stages: (1) finding the value of latent variable scores, and (2) using the score as a latent construct of the second dimension.

Hypothesis testing is carried out through the Bootstrapping method (resampling procedure) in the SmartPLS program. Interpretation Process: The interpretation of causality relations (direct influence or indirect mediation) is drawn based on the calculation of the level of inferential statistical significance. The researcher interprets the magnitude of the path coefficient ( $\beta$ ) value to determine the direction of influence (positive or negative). The decision that the hypothesis is accepted (there is a significant influence) is determined when the t-value is greater than 1.96 and the significance value of the p-value is less than 0.05 (alpha 5%). If this condition is met, it is statistically proven that there is a causal influence between variables.

As the final stage and the estuary of the overall design of the quantitative method and the interpretation of the data, conclusions are drawn empirically. The data analysis is interpreted to conclude that Service Quality and Marketing Mix (4C) are proven to have a positive and significant influence on Customer Satisfaction directly, as well as influencing Customer Loyalty both directly and indirectly. Moreover, the core conclusions of the study validate that Customer Satisfaction is partially able to play a crucial intervening (mediating) role; where it statistically functions to bridge service and marketing improvement strategies to produce concrete customer loyalty behavior in the modern building materials supermarket industry.

## Results and Discussion

Characteristics of Respondents This study involved 435 respondents who were customers of building materials supermarkets.

Table 1. Characteristics of the Majority of Respondents

Demographic Characteristics	Category Dominance	Depo Bangunan (n = 179)	Mitra10 (n = 256)
Gender	Male	71,51%	62,11%
Age	26 – 30 Years (Productive age)	23,46%	26,17%
Jobs	Private Employees	28,50%	42,20%
Final Education	Bachelor / S1	59,78%	68,36%

This study involved 435 respondents who are customers of building materials supermarkets, namely Depo Bangunan (179 respondents) and Mitra10 (256 respondents). Demographically, the majority of respondents were men (71.51% at the Depo Bangunan and 62.11% at Mitra10), which suggests that the decision to purchase construction or renovation projects is still dominated by men. Most of the respondents were in the productive age range of 26–30 years old (23.46% Depo; 26.17% Mitra10), worked as private employees (28.5% Depo; 42.2% Mitra10), and had a Bachelor's / S1 education level (59.78% Depo; 68.36% Mitra10). This characteristic shows that the consumer of building materials is dominated by highly educated and economically active individuals who have high rational considerations in purchasing high-value products.

### Test Measurement Model (Outer Model)

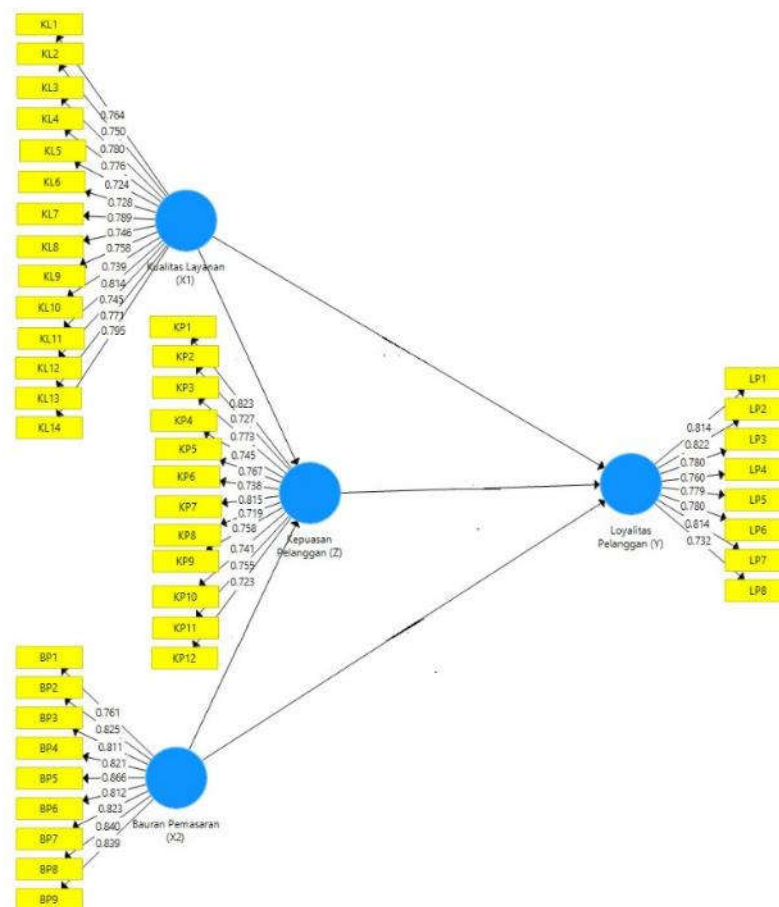


Figure 2. Outer Model

Evaluation of the measurement model is carried out to ensure that the research instrument meets the criteria of validity and reliability.

### Convergent Validity Test Results

Table 2. Convergent Validity Test Results

Variabel	Outer Loading Range	(AVE)	Remarks
Service Quality (X1)	0,724 – 0,814	0,617	Valid
Marketing Mix (X2)	0,761 – 0,866	0,693	Valid
Customer Satisfaction (Z)	0,719 – 0,823	0,695	Valid
Customer Loyalty (Y)	0,732 – 0,822	0,630	Valid

Based on Table 2 above, the requirements for convergent validity have been well met. This is evidenced by the outer loading value on all indicators for the variables of Service Quality, Marketing Mix, Customer Satisfaction, and Customer Loyalty which is above the threshold of 0.70. In addition, the Average Variance Extracted (AVE) value of all variables has also exceeded the minimum required standard of 0.50. This confirms that each variable construct is adequately able to explain more than 50% of the variance of its constituent indicators

### Results of the Discriminant Validity Test (HTMT)

Table 3. Results of the Discriminant Validity Test (HTMT)

Variabel	Marketing Mix (X2)	Customer Satisfaction (Z)	Service Quality (X1)
Customer Satisfaction (Z)	0,875		
Service Quality (X1)	0,776	0,857	
Customer Loyalty (Y)	0,855	0,895	0,791

In this study, the fulfillment of the criteria of discriminant validity was strictly proven through the Cross Loading value and the Heterotrait-Monotrait ratio (HTMT) compared to the Fornell-Larcker criterion. The results of cross loading (not shown in full because they are too large) prove each indicator is highly correlated in its own construct. In addition, in the HTMT table above, all correlation values between variables are below the maximum threshold of 0.90, so that each construct is completely empirically different and meets the criteria of discriminant validity well.

### Reliability Test Results

Table 4. Reliability Test Results

Variabel	Cronbach's Alpha	rho_A	Composite Reliability (CR)	Remarks
Service Quality (X1)	0,922	0,925	0,935	Reliabel
Marketing Mix (X2)	0,937	0,938	0,948	Reliabel
Customer Satisfaction (Z)	0,890	0,891	0,919	Reliabel
Customer Loyalty (Y)	0,902	0,906	0,923	Reliabel

All variables proved to be very reliable and consistent because they had Cronbach's Alpha, rho\_A, and Composite Reliability (CR) values above the threshold of 0.70. This confirms that the measurement instrument used in this study has an excellent level of internal consistency and is suitable for structural model analysis (inner model).

### Structural Model Test (Inner Model)

Table 5. R-Square (R<sup>2</sup>) and Predictive Relevance (Q<sup>2</sup>)

Variable endogenous	R-Square (R <sup>2</sup> )	Q-Square (Q <sup>2</sup> )	Remarks
Customer Satisfaction (Z)	0,728	0,495	Powerful & Predictive
Customer Loyalty (Y)	0,721	0,439	Powerful & Predictive

An R<sup>2</sup> value of 0.728 indicates that 72.8% of the Customer Satisfaction variance is explained by Quality of Service and Marketing Mix, while 72.1% of the Customer Loyalty variance is explained by this model. The predictive value of Q<sup>2</sup> (Construct Crossvalidated Redundancy) which is absolutely > 0 (i.e. 0.495 and 0.439) confirms that the model has very adequate predictive relevance.

**Path Coefficient, Significance, dan Effect Size ( $f^2$ )**

Table 6. Path Coefficient, Significance, dan Effect Size ( $f^2$ )

Hypothesis Path (Path)	Koefisien ( $\beta$ )	t-statistics	p-value	Effect Size ( $f^2$ )	Remarks
<b>Direct Influence:</b>					
Service Quality -> Customer Satisfaction	0,419	6,157	0,000	0,305 (Medium)	Significant
Marketing Mix -> Customer Satisfaction	0,499	7,817	0,000	0,432 (Large)	Significant
Customer Satisfaction -> Customer Loyalty	0,381	6,986	0,000	0,142 (Medium)	Significant
Service Quality -> Customer Loyalty	0,165	3,461	0,001	0,035 (Small)	Significant
Marketing Mix -> Customer Loyalty	0,368	5,809	0,000	0,160 (Medium)	Significant
<b>Indirect Influence (Mediation):</b>					
Service Quality -> Customer Satisfaction -> Customer Loyalty	0,160	4,258	0,000	-	Partial Mediation
Marketing Mix -> Customer Satisfaction -> Customer Loyalty	0,190	5,808	0,000	-	Partial Mediation

The entire hypothetical pathway was shown to have a positive and significant effect ( $p$ -value < 0.05 and  $t$ -statistics > 1.96). Marketing Mix proved to be the most dominant factor with the largest effect size ( $f^2$ ) on Customer Satisfaction (0.432). Because direct and indirect influences (via satisfaction) are equally significant, Customer Satisfaction acts as a partial mediation variable. This model also has an ideal level of goodness of fit with an SRMR indicator of 0.056 (below the maximum threshold of 0.08) and is free from multicollinearity due to  $VIF < 5$ .

The results of the study show that improving the quality of service interactions and the implementation of the marketing mix synergistically boosts consumer satisfaction, which further transforms that satisfaction into loyalty commitment. Interestingly, in the construction materials industry, the rationality of the marketing mix (especially the Cost and Convenience dimensions in the 4C method) dominated the formation of consumer satisfaction more strongly ( $\beta = 0.499$ ) than the service element itself. Customer satisfaction proves to be crucial in its role as a bridge (mediator); Excellent service (such as the responsiveness and empathy of physical store technical staff) does not necessarily lead to long-term repurchase retention directly without being preceded by the achievement of customer expectations and satisfaction holistically.

Empirically, the findings of this study are very consistent with previous studies. The role of customer satisfaction as an intervening variable is in line with the findings of Slack & Singh (2020) in the supermarket sector, Supriyanto et al. (2021) in the banking industry, and Taufik et al. (2022) in the coffee shop industry who all concluded that excellent service is highly dependent on satisfaction variables to bind real customer loyalty. Regarding the dominance of marketing mix strategies, these findings also validate the research of Oktaria et al. (2023) and Fajrin & Aprianingsih (2024) which affirm that a precise service-marketing combination strategy not only has an impact on satisfaction, but also instantly encourages repurchase retention and loyalty in consumers.

There are notable theoretical and novelty contributions compared to previous literature. Object and Context (High-Involvement) where the majority of previous studies have focused on Fast-Moving Consumer Goods (FMCG) retail, restaurants, or banks. This research solves the research gap in the supermarket retail sector of building materials, which has a high-involvement character and relies heavily on physical/technical interaction consultation. The Evolution of the Marketing Mix Where previous studies such as Mahyardiani et al. (2020) and Tobing et al. (2021) used 4P/7P (product-centered), this research novelly applies the 4C (Customer Needs, Cost, Convenience, Communication) mix which represents the perspective of modern consumers. The novelty of successfully integrating Service-Dominant Logic (SDL) paradigm theory, SERVQUAL service architecture, and 4C mix to solve the empirical loyalty gap problem proves that value co-creation collaboration is a new fundamental of retail retention.

## Conclusion

Based on the results of data analysis and hypothesis testing, this study empirically concludes that service quality and marketing mix strategies based on the 4C approach have a positive and significant influence in shaping customer satisfaction in modern retail of building materials, where the elements of the marketing mix are proven to act as the most dominant predictors. That customer satisfaction in turn has been proven to positively and significantly boost the creation of consumer loyalty. Service quality and marketing mix also directly have a positive and significant impact on customer retention and loyalty, although the direct influence of service quality is relatively smaller. More essentially, this study confirms that customer satisfaction successfully performs its role as a partial mediating variable that bridges the causality between service quality and marketing mix to loyalty. This provides a strong justification that the strategy of improving staff services and optimizing marketing programs will work much more optimally in scoring long-term customer commitment if the company is able to first ensure that customers are satisfied with the value they receive.

Although it was able to confirm all the hypotheses proposed, this study cannot be separated from some limitations that need to be considered. In terms of demographics and scope, the observations of this study are only focused on customers from the two main players in building materials retail, namely Depo Bangunan and Mitra10, in the Jabodetabek area only, so this finding may have limitations if generalized on a national scale or on a smaller-scale traditional retail. In terms of model formulation, because the results show that the satisfaction mediation effect is partial, it indicates that there are still weaknesses in the model where there are other antecedent variables outside of service quality and marketing mix that actually affect loyalty but were not included in this study. Furthermore, the methodology used relies purely on a quantitative survey approach, so it is less able to explore the deepest psychological roots of anomalies in customer habits that can only be obtained through observation or in-depth interviews.

In practical terms, the findings in this research provide managerial implications for building materials retail management to be more aggressive in strengthening staff competencies, especially in terms of technical understanding of products, in order to build more solid customer interaction and trust while in-store. Management is also advised to evaluate the efficiency of the transaction process at the cashier and improve the location accessibility strategy to boost customer comfort. In addition, due to the high value of material transactions, retailers must design a good after-sales guarantee program and promote an ongoing incentive (loyalty) program to prevent consumer switching.

For future research, it is academically recommended to expand this conceptual framework by integrating additional relevant variables, such as value perception, customer trust, or customer experience dimensions, to address the gap of partial mediation that occurs in this model. Furthermore, researchers are also highly recommended to enlarge the scope of the sample to various other developing cities and apply mixed research methods that combine statistical analysis with qualitative interviews, so that conclusions about the phenomenon of building material customer behavior can be drawn in a complete, comprehensive, and in-depth manner.

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