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Research Article

The Influence of Service Quality and Customer Satisfaction on Customer Loyalty in Freight Forwarding Services of CV. Citra Surya Abadi Pontianak

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ABSTRACT

This study aims to analyze the influence of service quality and customer satisfaction on customer loyalty in the freight forwarding services of CV. Citra Surya Abadi Pontianak. This research uses an associative quantitative approach with 100 respondents selected using a purposive sampling technique. Data were collected through questionnaires, interviews, and field observations. The results of multiple regression analysis show the equation $Y = 1.459 + 0.226X_1 + 0.425X_2$ with a correlation coefficient (R) of 0.619, indicating that the relationship is in the strong category. The coefficient of determination (R^2) of 38.3% indicates that customer loyalty is influenced by service quality and customer satisfaction by 38.3%, while the remaining 61.7% is influenced by other factors outside this study. The F test results show that service quality and customer satisfaction simultaneously have a positive and significant effect on customer loyalty. The partial t test results show that service quality and customer satisfaction each have a positive and significant effect on customer loyalty. In conclusion, service quality and customer satisfaction make a real contribution to increasing customer loyalty at CV. Citra Surya Abadi Pontianak. This study recommends the need for continuous improvement of service quality and customer satisfaction to maintain loyalty. Future research is expected to add other variables so that the results are more comprehensive.

Keywords: Service Quality; Customer Satisfaction; Customer Loyalty; Pontianak

1. INTRODUCTION

Currently, the freight forwarding industry in Indonesia is experiencing rapid growth. This is in line with the increasing trading activities and the community's need to distribute goods to various regions. This condition creates great opportunities for expedition companies to continue to grow and compete in providing the best services to customers. Land freight forwarding companies in Indonesia now range from small local-scale businesses to large international companies with branch networks in various countries.

CV. Citra Surya Abadi is one of the land freight forwarding companies that seeks to meet the public's need for goods delivery. The company provides shipping services for various types of goods, ranging from daily necessities such as clothing and textiles to consumer goods and even large capacity shipments. With the vision of providing friendly, fast, safe, and quality services, CV. Citra Surya Abadi is committed to maintaining customer satisfaction.

In an increasingly competitive industry, maintaining customer loyalty becomes its own challenge. One effort that can be made is to build and manage customer loyalty optimally. Customer loyalty has a long-term positive impact because loyal customers tend to continue using delivery services on an ongoing basis. Initially, customers are consumers who try the services or products of a company. This relationship develops through mutually beneficial cooperation between the service provider and the user. If no mutually beneficial relationship is established, the interaction will only be a one-time transaction with no continuity in the future.

CV. Citra Surya Abadi Pontianak itself is one of the land freight forwarding companies that is currently growing rapidly. This company is located at Jalan Budi Utomo No. 13, Batulayang Subdistrict, North Pontianak District, and has a Business Identification Number 1003220055327. In the midst of increasingly fierce competition, CV. Citra Surya Abadi continues to innovate to be able to compete with similar companies. This is because customers tend to compare various aspects such as shipping rates between expedition companies before deciding to use certain services. At the beginning of its establishment, CV. Citra Surya Abadi only served small-scale shipments to Ketapang Regency. However, over time, its service coverage has now expanded to include all regencies in West Kalimantan Province.

This research was conducted to analyze the extent to which service quality and customer satisfaction influence customer loyalty in the freight forwarding services of CV. Citra Surya Abadi. Based on this background, the researcher is interested

in conducting a study with the title "The Influence of Service Quality and Customer Satisfaction on Customer Loyalty in Freight Forwarding Services of CV. Citra Surya Abadi Pontianak." The researcher chose this company because its location is easily accessible to customers and the company is open in providing the required data. The research results are expected to provide useful information for CV. Citra Surya Abadi to continuously improve service quality, customer satisfaction, and customer loyalty.

In the past three years, CV. Citra Surya Abadi has experienced fluctuations in revenue, as can be seen from the revenue earned by CV. Citra Surya Abadi during 2022–2024. The following is the revenue table for CV. Citra Surya Abadi over the past three years:

Table 1. Revenue Data for 2022–2024 CV. Citra Surya Abadi

No	Year	Revenue Amount	Percentage
1	2022	Rp. 638.104.000	-
2	2023	Rp. 686.288.000	7,55%
3	2024	Rp. 637.950.000	-7,04%

Source: CV. Citra Surya Abadi, 2024

Based on the data in **Table 1**, it can be seen that in 2023 the revenue of CV. Citra Surya Abadi increased by 7.55% compared to 2022. This shows positive growth in that period. However, in 2024, the company's revenue actually decreased by 7.04% compared to the previous year. This decline is suspected to have occurred because more similar freight forwarding companies have emerged, giving consumers more alternatives in choosing delivery services they trust. To face this competition, the company must be able to create new business opportunities by continuously improving service quality to attract customer interest and create satisfaction that encourages them to remain loyal to using the delivery services of CV. Citra Surya Abadi.

Based on interviews with the owner of CV. Citra Surya Abadi, fluctuations in the number of shipments so far are closely related to the level of customer satisfaction. Customers who feel satisfied with the service tend to return to using CV. Citra Surya Abadi's delivery services so that the shipping volume increases. Conversely, if customers feel dissatisfied, they are likely not to use the service again and switch to other freight forwarding providers, which ultimately impacts the decline in the number of shipments.

In an increasingly competitive freight forwarding industry, service quality becomes an important factor that influences customers' decisions to continue using a company's services. Majid et al. (2021) define service quality as the completeness of service features that can meet customer needs and provide satisfaction. Similarly, Dzikra (2020) emphasizes that service quality does not only depend on the final result but also on a strategic work system involving all organizational elements. Service quality is considered good if it can meet or even exceed customer expectations (Ningsih, 2022; Anggoman et al., 2022). Restiani & Ardiansyah (2023) affirm that services received exceeding expectations will foster an ideal perception of quality. Therefore, companies like CV. Citra Surya Abadi need to maintain speed, accuracy, and service friendliness to retain customers in a competitive market.

Meanwhile, customer satisfaction plays an important role as a bridge between service quality and loyalty. Nugraha & Sumadi (2020) explain that satisfaction arises when customer experiences match or even exceed their expectations. Farizky et al. (2022) and Silvia et al. (2021) also emphasize that satisfaction is formed from the comparison between perceived performance and expectations. According to Kotler & Keller (2021), satisfaction is reflected in feelings of pleasure or disappointment after evaluating the services received. In essence, satisfaction is the foundation for building long-term relationships and winning market competition (Rohaeni & Marwa, 2018).

Customer loyalty is the final result of good service quality and maintained satisfaction. Molinillo et al. (2022) describe loyalty as beneficial behavior, such as repeat purchases and word-of-mouth recommendations. Masili et al. (2022) also interpret loyalty as customers' tendency to use services consistently. Loyalty is formed through satisfaction and positive customer experiences (Kolonio & Soepono, 2019), making it an important strategy for the sustainability of a business amid competition (Fariscka & Tartiani, 2023). Research conducted by Septyarani & Nurhadi (2023) shows that service quality has a positive and significant influence on customer loyalty and that service quality positively and significantly affects customer loyalty through customer satisfaction in Shopee Xpress freight forwarding services in Surabaya City. Meanwhile, the research conducted by Anjani & Hersusetiyati (2023) shows that the influence of service quality on customer loyalty is not significant, while the variable of customer satisfaction significantly affects customer loyalty.

2. RESEARCH METHOD

Type of Research
This research uses an associative approach, which aims to identify the relationship between two or more variables (Siregar, 2020). This study aims to analyze the relationship and effect of Service Quality and Customer Satisfaction on Customer Loyalty in the Freight Forwarding Services of Cv. Citra Surya Abadi Pontianak.

Data Collection Techniques

The data used in this research consist of primary data and secondary data. Primary data were obtained through interviews, questionnaires, and observation. According to Sugiyono (2022), primary data sources are those that directly provide data to data collectors. Interviews were conducted with the owner of CV. Citra Surya Abadi Pontianak to obtain information relevant to the research focus. Meanwhile, questionnaires were distributed to customers who had used the services of CV. Citra Surya Abadi at least twice. In addition, observation techniques were also employed to support field data. The secondary data in this research include the Revenue Data for 2022–2024 of CV. Citra Surya Abadi.

Population and Sample

The population in this study comprises all customers of CV. Citra Surya Abadi in Pontianak. The determination of the sample size uses the Rao Purba formula. To determine the number of samples when the total population is unknown, the Rao Purba formula is used (Sujarweni, 2015). Based on the calculation, the minimum sample size obtained is 96 respondents; to avoid undesirable responses, this study uses 100 respondents. The sampling technique applied is purposive sampling, which is a sampling technique based on specific considerations (Sugiyono, 2022). The criteria for respondents are customers who decided on their own to use the services of CV. Citra Surya Abadi in Pontianak and have used the services at least twice.

Research Variables & Measurement Scale

The research variables consist of independent and dependent variables. The independent variables are Service Quality (X1) and Customer Satisfaction (X2), while the dependent variable is Customer Loyalty (Y). Measurement of the variables uses a Likert Scale. According to Sugiyono (2017), the Likert scale is used to measure attitudes, opinions, and perceptions of an individual or group regarding social phenomena. Respondents provide answers on a scale from 1 to 5 with the following categories: Strongly Disagree (1) to Strongly Agree (5).

Data Analysis Technique

The data analysis technique in this study is conducted in several stages: instrument testing through validity and reliability using the Cronbach's Alpha coefficient, where the instrument is declared valid if r count > r table (Siregar, 2020) and reliable if $r_{11} > 0.6$ (Siregar, 2020). Next, classical assumption tests are carried out, including normality testing using the Kolmogorov-Smirnov method (Siregar, 2020), linearity testing with the Test for Linearity (Ghozali, 2016), and multicollinearity testing by examining the Tolerance value (>0.10) and VIF (<10) (Ghozali, 2016). The main analysis uses multiple linear regression to determine the effect of the independent variables, Service Quality (X_1) and Customer Satisfaction (X_2), on the dependent variable, Customer Loyalty (Y), with the regression equation $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$ (Sugiyono, 2017). The relationship between variables is analyzed using the correlation coefficient (Siregar, 2020), and the contribution of their influence is tested through the coefficient of determination (R^2) (Siregar, 2020). Finally, the significance test is conducted using the F test for simultaneous effects (Siregar, 2020) and the t test for partial effects (Siregar, 2020).

3. RESULTS AND DISCUSSION

3.1 Test Research Instruments

3.1.1 Validity Test

The validity test is conducted to assess the extent to which the statement items in the questionnaire are able to measure the intended variables. The test is carried out by correlating the score of each item with the total score, then compared with the r table value. With a sample size of 100 (df = 98) and a significance of 0.05, the r table is 0.196. The results of the validity test for each statement in the variable can be seen in **Table 2**.

Table 2. Validity Test Results

Variable	Indicators	r value	r table	Description
Service Quality (X1)	X1.1	0.287	0.196	Valid
	X1.2	0.520		
	X1.3	0.485		
	X1.4	0.518		
	X1.5	0.276		
	X1.6	0.492		
	X1.7	0.410		
	X1.8	0.498		
	X1.9	0.414		
	X1.10	0.519		
	X1.11	0.480		
	X1.12	0.464		
	X1.13	0.499		
	X1.14	0.577		

	X1.15	0.532	
	X1.16	0.479	
	X1.17	0.507	
	X1.18	0.425	
	X1.19	0.535	
	X1.20	0.468	
	X1.21	0.435	
Customer Satisfaction (X2)	X2.1	0.623	
	X2.2	0.610	
	X2.3	0.659	
	X2.4	0.670	0.196 Valid
	X2.5	0.660	
	X2.6	0.633	
	X2.7	0.637	
Customer Loyalty (Y)	Y.1	0.516	
	Y.2	0.457	
	Y.3	0.509	
	Y.4	0.463	
	Y.5	0.627	0.196 Valid
	Y.6	0.424	
	Y.7	0.535	
	Y.8	0.454	
	Y.9	0.605	

Source: Processed Data, 2025

Based on the results of the validity test conducted on the variables shown in **Table 2**, it is known that all statement items on each variable have a r calculated value greater than the r table value of 0.196. Therefore, all statement items on each variable are valid and suitable for use as research instruments.

3.1.2 Reliability Test

The reliability test aims to measure the extent to which the statement items in the questionnaire are reliable as a measuring tool. In this study, the Cronbach's Alpha method is used, with the minimum limit of reliability set at a value of 0.60 to state that the tested items are considered consistent and reliable. The test results for each variable can be seen in **Table 3**.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Service Quality (X1)	0.823	
Customer Satisfaction (X2)	0.759	Reliable
Customer Loyalty (Y)	0.768	

Source: Processed Data, 2025

Based on the results of the validity test for each variable shown in **Table 3**, the Cronbach's Alpha value> 0.60 is obtained. Thus, it can be concluded that all items used to measure each variable in the study are reliable and can be used in the study.

3.2 Classic Assumption Test

3.2.1 Normality Test

The normality test aims to determine whether the data in the study is normally distributed. The test is conducted using the Kolmogorov-Smirnov method, and the results are presented in **Table 4**.

Table 4. Normality Test Results

Test	Value
N (Sample)	100
Test Statistic	.081
Asymp.Sig.(2-tailed)	.106[c]

Source: Processed Data, 2025

Based on the normality test results presented in **Table 4**, the Asymp. Sig. (2-tailed) value of 0.106. This value is greater than the normality significance level of 0.05, so it can be concluded that the data in this study are normally distributed and fulfill the assumption of normality.

3.2.2 Linearity Test

The linearity test is conducted to ensure a linear relationship between the independent and dependent variables. The test uses the Test for Linearity method, with the results presented in **Table 5**.

Table 5. Result of Linearity

Variable	Deviation from Linearity	Description
Customer Loyality * Service Quality	0.194	Linear
Customer Loyality * Customer Satisfaction	0.135	

Source: Processed Data, 2025

Based on the results of the linearity test between the independent and dependent variables presented in **Table 5**, the significance value of Deviation from Linearity> 0.05 is obtained, so it can be concluded that the relationship between the two variables is linear.

3.2.3 Multicollinearity Test

The multicollinearity test aims to detect a high correlation between independent variables in the regression model, which can disturb the coefficient estimation and reduce the accuracy of the model. The results of the analysis using SPSS are shown in **Table 6**.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Service Quality	.867	1.153
Customer Satisfaction	.867	1.153
Dependent Variable: Customer Loyality		

Source: Processed Data, 2025

Based on the multicolonierity test results shown in **Table 6**, the test results can be described as follows:
1. The Service Quality variable (X1) has a Tolerance value of 0.867 which is greater than 0.10. And has a VIF value of 1.153 which is less than 10.00.
2. The Customer Satisfaction variable (X2) has a Tolerance value of 0.867 which is greater than 0.10. And has a VIF value of 1.153 which is less than 10.00.

Based on the explanation described above and when referring to the basis for decision making which states that the Tolerance value is above 0.10 and VIF is below 10.00, it can be concluded that there are no symptoms of multicollinearity between the two independent variables in this study.

3.3 Multiple Linear Regression Analysis

The multiple regression analysis is used to evaluate the simultaneous and partial influence of several independent variables on the dependent variable, as well as build a predictive model that explains the relationship between variables. The regression coefficient results are shown in **Table 7**.

Table 7. Multiple Linear Regression Analysis Results

Research Variable	Coefficients	T Statistic	Significance Value
(Constant)	1.459	4.029	.000
Service Quality	.226	3.740	.000
Customer Satisfaction	.425	4.967	.000
Dependent Variable : Customer Loyality			

Source: Processed Data, 2025

Based on the results of multiple regression analysis test results shown in **Table 7**, the multiple linear regression coefficient equation can be made and the following results are obtained:

$$Y = 1.459 + 0.226 X1 + 0.425 X2$$

a. The constant (a) is 1.459, which means that if the Service Quality (X1) and Customer Satisfaction (X2) variables are zero. Then Customer Loyalty (Y) will increase by 1.459 units.
b. The regression coefficient value (b1) on the Service Quality variable (X1) is 0.226 with a positive direction, indicating that each one unit increase in Service Quality will cause an increase of 0.226 in Customer Loyalty.
c. The regression coefficient value (b2) on the Customer Satisfaction variable (X2) is 0.425 with a positive direction, indicating that each one unit increase in Customer Satisfaction (X2) will cause an increase of 0.425 in Customer Loyalty.

3.4 Correlation Coefficient Analysis (R)

The correlation coefficient is used to measure the strength and direction of the relationship between two or more variables. In this study, the Product Moment technique is used to calculate the correlation coefficient. The test results are presented in **Table 8**.

Table 8. Correlation Coefficient Test Results (R)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.619a	.383	.370	.19963
Predictors: (Constant), Customer Satisfaction, Service Quality				
Dependent Variable: Customer Loyalty				

Source: Processed Data, 2025

Based on the correlation coefficient test results presented in **Table 8**, the correlation coefficient (R) value is 0.619. This value indicates that the relationship between the Service Quality and Customer Satisfaction variables to Customer Loyalty is in the strong category, this is because the value is in the range of 0.60-0.799.

3.5 Analysis of the Coefficient of Determination R^2

Based on the results of the coefficient of determination (R^2) test shown in **Table 8**, the R-Square value is 0.383. This means that the variables of Service Quality and Customer Satisfaction in explaining their influence on Customer Loyalty are 38.3% (0x0.383x100). Meanwhile, the remaining 61.7% is influenced by other variables not examined in this study.

3.6 Simultaneous Test (F Test)

Simultaneous test (F test) aims to evaluate whether all independent variables together have a significant influence on the dependent variable. The results of the analysis using SPSS can be seen in **Table 9**.

Table 9. Simultaneous Test Results (F Test)

Model	Sum of Squares	Mean Square	F	Significance
Regression	2.397	1.199	30.078	.000b
Residual	3.866	.040		
Dependent Variable: Customer Loyalty				
Predictors: (Constant), Customer Satisfaction, Service Quality				

Source: Processed Data, 2025

Based on the results of simultaneous hypothesis test (F test) shown in **Table 9**, the calculated F value is 30.078> F table value of 3.09. In addition, the resulting significance value is 0.000 <0.05 significance level. Thus, it can be concluded that the variables of Service Quality and Customer Satisfaction simultaneously have a positive and significant influence on Customer Loyalty.

3.7 Partial Test (t Test)

The partial test (t test) aims to assess the influence of each independent variable individually on the dependent variable based on the predetermined hypothesis. Partial test results using SPSS are shown in **Table 10**.

Table 10. Partial Test Results (t Test)

Research Variable	Coefficients	t Statistic	Significance Value
(Constant)	1.459	4.029	.000
Service Quality	.226	3.740	.000
Customer Satisfaction	.425	4.967	.000
Dependent Variable: Customer Loyality			

Source: Processed Data, 2025

Based on the partial hypothesis test results (t test) shown in **Table 10**, the calculated t value will be compared with the t table value, which is 1.660. The results of the partial t test shown in Table 9 can be explained as follows:
1. The t value of the Service Quality variable (X1) is 3.740> t table of 1.660 and a significance value of 0.000 <0.05, it can be concluded that Ho is rejected and Ha is accepted. So it can be interpreted that Service Quality partially has a positive and significant influence on Customer Loyalty.
2. The t value of the Customer Satisfaction (X2) variable count is 4.967> t table of 1.660 and a significance value of 0.000 <0.05, it can be concluded that Ho is rejected and Ha is accepted. So it can be interpreted that Customer Satisfaction partially has a positive and significant influence on Customer Loyalty.

DISCUSSION

The Influence of Service Quality on Customer Loyalty

The results of this study show that service quality has a positive and significant influence on customer loyalty. Basically, customers will feel comfortable and appreciated when the service they receive meets or even exceeds their expectations. Fast, responsive, friendly, and uncomplicated service will create a positive impression that makes customers reluctant to

switch to other service providers. This finding is in line with the research by Ernaawati et al. (2024), Handayani et al. (2024), and Munthalib et al. (2024) which also show that service quality has a positive and significant effect on customer loyalty. This is also in accordance with conditions in the field, where many customers choose to stay because they feel well-treated and their needs are prioritized.

The Influence of Customer Satisfaction on Customer Loyalty

The results of this study also confirm that customer satisfaction has a positive and significant influence on loyalty. Customers who feel satisfied usually will continue to use the same products or services because they feel that their needs and expectations have been well met. This satisfaction often fosters a sense of trust, making customers less likely to be tempted to switch to competitors. This finding is in line with the research by Ardiansyah et al. (2024), Asror et al. (2024), and Desri et al. (2024) which show that customer satisfaction has a positive and significant effect on loyalty. In other words, if companies are able to maintain customer satisfaction consistently, then the likelihood of customers remaining loyal will be even greater.

4. CONCLUSION

Based on the results of this study, it can be concluded that service quality and customer satisfaction both have a positive and significant influence on customer loyalty in the freight forwarding services of CV. Citra Surya Abadi Pontianak. This finding is reflected in the statistical analysis results, which show a fairly strong relationship with a correlation coefficient (R) of 0.619. Meanwhile, the coefficient of determination (R^2) of 38.3% indicates that nearly half of the variation in customer loyalty can be explained by service quality and customer satisfaction, while the remaining percentage is influenced by other factors not examined in this study. The F test proves that both variables simultaneously have a significant effect, and the t test results show that each variable also has a significant partial influence. In terms of practical contribution, the company can use these research findings as a basis for improving service quality, starting from punctual delivery, staff friendliness, to the speed of handling customer complaints. In addition, customer satisfaction should remain a top priority through continuous service improvements to ensure that customers continue to trust and do not switch to other freight forwarding services. As a suggestion, the company is expected to carry out regular evaluations and service innovations in order to compete in the increasingly competitive freight forwarding industry. For future research, it is recommended to add other variables, such as customer trust or price factors, to provide a broader picture of what influences customer loyalty in the freight forwarding sector.

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