Service Quality And Customer Relationship Management On Customer Loyalty With Customer Satisfaction As An Intervening Variable

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Abstract

This research is a study conducted to determine the effect of KAP reputation, company size and audit opinion on audit delay in Pharmaceutical Companies listed on the Indonesia Stock Exchange for the 2018-2021 Period. This study uses a quantitative approach with secondary data sources obtained from the company's financial statements published at www.idx.co.id. The sampling technique in this study is to use purposive sampling technique, with the number of company objects with data for 4 years so that it has a total sample of 48 data. The analysis conducted in this study includes logistic regression model analysis with the software used to conduct this research is SPSS version 22.Based on the results of the study, it is concluded that KAP reputation has an effect on audit delay, company size has an effect on audit delay, audit opinion has no effect on audit delay. Then the reputation of KAP, company size and audit opinion together have no effect on Audit Delay. The results of this study prove that directly service quality, customer relationship management and customer satisfaction have a significant effect on customer loyalty, service quality and customer relationship management have a significant effect on customer satisfaction, and indirectly customer satisfaction is able to mediate the effect of service quality and customer relationship management on customer loyalty at Adzkia Tutoring Medan.

Keywords:

1. INTRODUCTION

The increase in passing grade scores at state universities every year is increasing and to achieve these scores students who will enter the college level are competing in order to enter the desired state university, but in this case students are less effective at studying independently, therefore many companies provide tutoring services to provide solutions for students to make it easier for them to take the state university entrance exam, one of which is Adzkia tutoring.

Therefore, many companies provide tutoring services to provide solutions for students to make it easier for them to take public university entrance exams, one of which is Adzkia tutoring.

Adzkia tutoring is the most popular tutoring for students who will enter the college level due to its services and high graduation rate every year of more than 30%. To maintain loyal customers and competitive advantage is important for the company. Companies are required to provide a quality service system for customers. The service system in the service industry which is the variable in the study is service quality. Customers can measure these services by using service quality.

There are more institutions like this now than ever before. To manage the relationship between consumers and institutions such as customer relationship management, a competitive business strategy is required given the high level of competition. In addition to offering services to students, we must also offer high-quality services to parents so that parents can know the academic progress of their children quickly and easily thanks to the SMS Gateway-based information system. Through this option, parents can also submit their complaints and ideas. so it can serve as a model for organizations that offer superior customer service. The benefits

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received by customers are proportional to the perceived quality. Quality perceived by customers has a positive relationship with customer value, while attracting and retaining loyal customers is one of the long-term competitive advantages for companies.

Customer loyalty can also help companies strengthen identification. The identification in question is that the company can find out what makes consumers feel satisfied and happy from the needs and desires of these consumers. Customer loyalty can also have a positive impact on the company, consumers will repurchase a product or service at the company, because loyal consumers are an important asset for the company. According to Srini vasan loyalty can increase the likelihood that consumers will recommend the site to one or more other individuals. The importance of customer loyalty is considered a company asset that will have an impact on increasing market share and company profits. This states that if consumers remain loyal in the long term, the company will get a large profit.

Service quality is the fulfillment of customer needs and desires and the accuracy of their delivery to balance customer expectations. Thus, there are two main factors that affect service quality, namely expected service and perceived service (Setiawan, 2014).

From the results of pre-research that has been conducted to high school students at the Adzkia Tutoring Center Office located on Jalan Hayam Wuruk Medan. The author found that there is something related to service quality with customer relaitonship management between the Adzkia Tutoring Center Office, Jalan Hayam Wuruk. There is still a lack of service quality provided to Adzkia students, namely the lack of students so that there is a lack of understanding of what will be learned next and the lack of competent tutors so that in the discussion session most tutors are full so that many students do not conduct discussion sessions, because if the service quality provided to students is lacking, customer satisfaction will decrease, of course, it will also be related to customer loyalty will decrease as well.

Service quality can encourage customers to form close bonds with the company. Over a long period of time, such bonds can allow companies to know and understand customer expectations and their needs. Thus, companies can increase pleasant customer satisfaction and reduce uncomfortable customer experiences.

With customer relationship management, the company will be able to establish a more intense relationship with customers and vice versa. Some customer needs will be directly met by customer relationship management because customer relationship management will find what services are needed by customers at this time, with customer needs being met, customers feel cared for and ultimately customers feel satisfaction with the services provided.

Service quality is an important part that business actors always provide in order to retain customers and win business competition. In addition to creating quality products and good service, there are other things that business actors must pay attention to in running their business, namely customer loyalty, Loyalty will be formed with the effective service quality provided by the company because it will have a direct impact on the company.

Customer relationship management serves as an intermediary for the company to maintain good relations with customers and ensure the provision of services provided to customers, by itself, both in terms of behavior, attitude and system, customer relationship management that is implemented will affect customer comfort so that it can affect customer loyalty. Loyal consumers will not purchase products or use services once, they will make purchases and use services repeatedly. customer relationship management is a strategy that can increase the competitive advantage of a company and the elements contained in customer relationship management will have a strong impact on customer loyalty. The happier consumers are with their desires, the more they will buy the product and become customer loyalty to the seller's product. Meanwhile, customer satisfaction is influenced by good service provided by staff.

2.RESEARCH METHODS

Population is a generalization area consisting of objects or subjects based on predetermined classifications to study and draw conclusions. The population in this study were all high school students in grades X-XII, namely there were 279 populations. Interview According to (Juliandi, Irfan, & Manurung, 2015) interviews are direct dialogues between researchers and research respondents. Interviews are conducted when the number of respondents is small.Questionnaire (questionnaire) is a technique in data collection which is done by giving a written question to the respondent to answer (Sugiyono, 2015). The study used a questionnaire (questionnaire) in which the questionnaire was distributed to respondents to be answered through the google from application which was later distributed to all X-XII grade high school students, namely there were 279 populations.

3. RESULTS AND DISCUSSION
RESULTS

The AVE value for Customer Loyalty is 0.652; Customer Relationship Management is 0.596; Customer Satisfaction is 0.597; Service Quality is 0.589. The four variables have an AVE that is above 0.5 so that the construct has good convergent validity where the latent variable can explain an average of more than half the variance of its indicators.

Checking the discriminant validity of the reflective measurement model is assessed based on cross loading and comparing the AVE value with the square of the correlation between constructs. The cross loading measure is to compare the correlation of indicators with their constructs and constructs from other blocks. Good discriminant validity will be able to explain the indicator variable higher than explaining the variance of other construct indicators. The following is the discriminant validity value for each indicator.

Table 1.Discriminant Validity

	Customer Loyalty	Customer Relationship Management	Customer Satisfaction	Service Quality
X1.1	0.682	0.666	0.667	0.731
X1.10	0.673	0.682	0.641	0.777
X1.11	0.702	0.734	0.680	0.802
X1.12	0.635	0.602	0.575	0.754
X1.13	0.704	0.595	0.641	0.735
X1.14	0.662	0.668	0.523	0.766
X1.15	0.635	0.604	0.588	0.773
X1.2	0.505	0.544	0.406	0.586
X1.3	0.674	0.640	0.584	0.771
X1.4	0.783	0.643	0.738	0.824
X1.5	0.701	0.647	0.634	0.799
X1.6	0.831	0.749	0.693	0.796
X1.7	0.700	0.780	0.676	0.813
X1.8	0.578	0.628	0.492	0.730
X1.9	0.685	0.709	0.631	0.827
X2.1	0.767	0.893	0.648	0.753
X2.10	0.671	0.607	0.620	0.603
X2.11	0.552	0.660	0.424	0.673

X2.12	0.474	0.473	0.411	0.367
X2.2	0.706	0.844	0.655	0.679
X2.3	0.759	0.808	0.696	0.717
X2.4	0.690	0.790	0.665	0.590
X2.5	0.721	0.818	0.663	0.643
X2.6	0.803	0.881	0.727	0.698
X2.7	0.748	0.840	0.699	0.758
X2.8	0.744	0.823	0.604	0.738
X2.9	0.682	0.714	0.660	0.691
Y1.1	0.831	0.769	0.670	0.749
Y1.2	0.855	0.811	0.792	0.771
Y1.3	0.885	0.805	0.841	0.780
Y1.4	0.836	0.728	0.730	0.810
Y1.5	0.840	0.797	0.738	0.789
Y1.6	0.755	0.717	0.721	0.609
Y1.7	0.812	0.719	0.646	0.728
Y1.8	0.836	0.694	0.759	0.735
Y1.9	0.571	0.507	0.499	0.403
Z1	0.529	0.531	0.648	0.471
Z2	0.525	0.496	0.601	0.586
Z3	0.753	0.659	0.874	0.677
Z4	0.813	0.759	0.874	0.734
Z5	0.727	0.672	0.816	0.694
Z6	0.726	0.660	0.824	0.625
Z7	0.686	0.639	0.772	0.576
Z8	0.761	0.691	0.877	0.687
Z9	0.581	0.534	0.597	0.503

Source: Data Processing Results 2023

The discriminant validity value or loading factor for each variable has a higher correlation with its variable than with other variables. Likewise with the indicators of each variable. This shows that the placement of indicators on each variable is correct

Table 2. Reliability result data

	Cronbach's Alpha
Customer Loyalty	**0.931**
Customer Relationship Management	**0.935**
Customer Satisfaction	**0.912**
Service Quality	**0.950**

Source: Data Processing Results 2023

Shows that the composite reliability value for Customer Loyalty is 0.931; Customer Relationship Management is 0.935; Customer Satisfaction is 0.912; Service Quality is 0.950. The four latents obtained a composite reliability value above 0.6 so that it can be said that all factors have good reliability or reliability as a measuring tool.

Table 3. R^2 Result

	R Square	R Square Adjusted
Customer Loyalty	0.904	0.900
Customer Satisfaction	0.709	0.701

Source: Data Processing Results 2023

That the effect, service quality, customer relationship management and customer satisfaction on customer loyalty with an r-square value of 0.904 indicates that the variation in customer loyalty value can be explained by the variation in the value of service quality, customer relationship management and customer satisfaction by 90.4% or in other words that the model is substantial (good), and 9.6% is influenced by other variables. Furthermore, the effect of service quality, customer relationship management on customer satisfaction with an r-square value of 0.709 indicates that the variation in customer satisfaction value can be explained by the variation in service quality value, customer relationship management by 70.9% or in other words that the model is substantial (good), and 29.1% is influenced by other variables.

Table 4. F-Square Value

	Customer Loyalty	Customer Satisfaction
Customer Loyalty		
Customer Relationship Management	0.323	0.207
Customer Satisfaction	0.382	
Service Quality	0.182	0.134

Source: Data Processing Results 2023

1. The effect of service quality on customer loyalty has an F2 value of 0.182 indicating that there is a moderate effect.
2. The effect of service quality on customer satisfaction has an F2 value of 0.134 indicating that there is a small effect (weak).
3. The effect of customer relationship management on customer loyalty has an F2 value of 0.323 indicating that there is a moderate effect (moderate).
4. The effect of customer relationship management on customer satisfaction has an F2 value of 0207 indicating that there is a moderate effect (moderate).
5. The effect of customer satisfaction on customer loyalty has an F2 value of 0.382 indicating that there is a large effect (good).
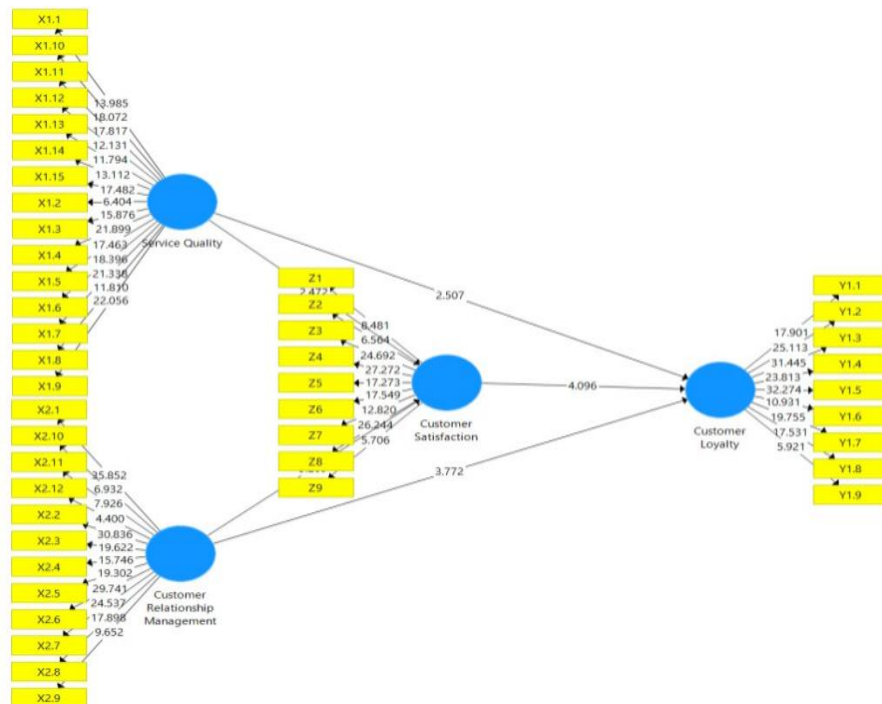
Path Analysis Result **(Path Coefficient)**

Figure 1. Conceptual Framework
Source. Data processed SmartPLS, 2023

Table 5 . (*Direct Effect*)/ Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Customer Relationship Management -> Customer Loyalty	0.380	0.373	0.101	3.772	**0.000**
Customer Relationship Management -> Customer Satisfaction	0.483	0.471	0.151	3.209	**0.001**
Customer Satisfaction -> Customer Loyalty	0.354	0.342	0.086	4.096	**0.000**
Service Quality -> Customer Loyalty	0.277	0.295	0.110	2.507	**0.013**
Service Quality -> Customer Satisfaction	0.389	0.406	0.157	2.472	**0.014**

Source: Data Processing Results 2023

It is stated that hypothesis testing is as follows:
1. The effect of service quality on customer satisfaction has a path coefficient of 0.389. This effect has a probability value (p-values) of 0.014 <0.05, meaning that service quality has a significant effect on customer satisfaction at Adzkia Medan tutoring.
2. The effect of customer relationship management on customer satisfaction has a path coefficient of 0.483. The effect has a probability value (p-values) of 0.001 <0.05, meaning that customer relationship management has a significant effect on customer satisfaction at Adzkia Medan tutoring.
3. The effect of service quality on customer loyalty has a path coefficient of 0.277. The effect has a

probability value (p-values) of 0.013 <0.05, meaning that service quality has a significant effect on customer loyalty at Adzkia Medan tutoring.

4. The effect of customer relationship management on customer loyalty has a path coefficient of 0.380. This influence has a probability value (p-values) of 0.000 <0.05, meaning that Customer Relationship Management has a significant effect on Customer Loyalty at Adzkia Medan tutoring.

5. The effect of customer satisfaction on customer loyalty has a path coefficient of 0.354. This effect has a probability value (p-values) of 0.000 <0.05, meaning that customer satisfaction has a significant effect on customer loyalty at Adzkia Medan tutoring.

Table 6. Specific Indirect Effects/ (Indirect Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Customer Relationship Management -> Customer Satisfaction -> Customer Loyalty	0.171	0.159	0.059	2.884	**0.004**
Service Quality -> Customer Satisfaction -> Customer Loyalty	0.138	0.141	0.069	2.006	**0.045**

Source: Data Processing Results 2023

It is stated that hypothesis testing is as follows:

1. The effect of customer satisfaction that mediates the effect of service quality on customer loyalty through has a path coefficient of 0.138. This effect has a probability value (p-values) of 0.045 <0.05, meaning that service quality has a significant effect on customer loyalty through customer satisfaction at Adzkia Medan tutoring.

2. 2.The effect of customer satisfaction that mediates the effect of customer relationship management on customer loyalty through has a path coefficient of 0.171. This effect has a probability value (p-values) of 0.004 <0.05, meaning that customer relationship management has a significant effect on customer loyalty through customer satisfaction at Adzkia Medan tutoring.

Table 7. Total Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Customer Relationship Management -> Customer Loyalty	0.551	0.532	0.114	4.851	**0.000**
Customer Relationship Management -> Customer Satisfaction	0.483	0.471	0.151	3.209	**0.001**
Customer Satisfaction -> Customer Loyalty	0.354	0.342	0.086	4.096	**0.000**
Service Quality -> Customer Loyalty	0.414	0.436	0.111	3.726	**0.000**
Service Quality -> Customer Satisfaction	0.389	0.406	0.157	2.472	**0.014**

Source: Data Processing Results 2023

The conclusion of the total effect value in table 4.21 is as follows:

1. The total effect for the relationship between service quality and customer loyalty is 0.414 with a p-value of 0.000, meaning that service quality has a significant effect on customer loyalty at Adzkia Tutoring Medan.

2. The total effect for the relationship between service quality and customer satisfaction is

0.389 with a p-value of 0.014, meaning that service quality has a significant effect on customer satisfaction at Adzkia Medan tutoring.

3. The total effect for the relationship between customer relationship management and customer loyalty is 0.551 with a p-value of 0.000, meaning that customer relationship management has a significant effect on customer loyalty at Adzkia Medan tutoring.

4. The total effect for the relationship between customer relationship management and customer satisfaction is 0.483 with a p-value of 0.001, meaning that customer relationship management has a significant effect on customer satisfaction at Adzkia Medan tutoring.

5. The total effect for the relationship between customer satisfaction and customer loyalty is 0.354 with a p-value of 0.000, meaning that customer satisfaction has a significant effect on customer loyalty at Adzkia Medan tutoring.

DISCUSSION

Effect of Service Quality on Customer satisfaction in Adzkia Medan Tutoring

From the results of the hypothesis testing analysis, the effect of service quality on customer satisfaction has a path coefficient of 0.389. This influence has a probability value (p-values) of 0.014 <0.05, meaning that Service Quality has a significant effect on customer satisfaction at Adzkia Medan tutoring.

Service quality can provide encouragement to customers to establish close ties with the company. Over a long period of time, such bonds can allow companies to know and understand customer expectations and their needs. Thus, companies can increase pleasant customer satisfaction and reduce uncomfortable customer experiences.

According to research (Setiawan, 2014) states that service quality variables have a positive and significant effect on customer satisfaction. This shows that the better the service quality provided to customers, the higher the level of customer satisfaction.

According to the results of research (Jasin & Sriwahyuni, 2014), (Faradina & Satrio, 2016), (Sari, Prayogi, Jufrizen, & Nasution, 2020), (Radiman, Gunawan, Wahyuni, & Jufrizen, 2018), (Radiman et al., 2019), (Azhar, Jufrizen, Prayogi, & Sari, 2019), (Gunawan & Wahyuni, 2018) and show that there is a relationship between service quality variables that is positive and significant to customer satisfaction, meaning that the higher the service quality provided, the higher the customer satisfaction with the company.

Influence of Customer Relationship Management on Customer Satisfaction in Adzkia Medan Tutoring

From the results of the hypothesis testing analysis, the effect of customer relationship management on customer satisfaction has a path coefficient of 0.483. This influence has a probability value (p-values) of 0.001 <0.05, meaning that customer relationship management has a significant effect on customer satisfaction at Adzkia Medan tutoring.

With customer relationship management, the company will be able to establish a more intense relationship with customers and vice versa. Some customer needs will be directly met by customer relationship management because customer relationship management will find what services are needed by customers at this time, with customer needs being met, customers feel cared for and ultimately customers feel satisfaction with the services provided.

According to research (Farida, 2016), (Khedkar. E. B. 2015), (Haryandika, D., & Santra, 2021) (Budiyanto & Surya, 2019) (Hassan et al., 2015) said that customer relationship management variables have a positive and significant effect on customer satisfaction. This gives that the better the customer relationship management provided will provide satisfaction to customers. Because a good customer relationship mannagemnet will provide good satisfaction and may be maximized in the minds of customers.

According to research (Sirait, 2018) says that vatiabel customer relationshp management has a positive and significant effect on customer satisfaction in this case customer relationship management has a broad and dynamic concept, therefore customer relationship management must

be integrated with other concepts in this case integrated problem communication. Although technological means are available, the role of human resources, employees in this case is still very decisive.

Effect of Service Quality on Customer Loyalty in Adzkia Medan Tutoring

From the results of the hypothesis testing analysis, the effect of service quality on customer loyalty has a path coefficient of 0.414. This influence has a probability value (p-values) of 0.013 <0.05, meaning that service quality has a significant effect on customer loyalty in Adzkia Medan tutoring.

Service quality is an important part that business actors always provide in order to retain customers and win business competition. Apart from creating quality products and good service, there are other things that business actors must pay attention to in running their business, namely customer loyalty, loyalty will be formed with effective service quality provided by the company because it will have a direct impact on the company.

According to (Nasution & Putri, 2021), (Kyle, T, G., & Theodorakis, D, N, 2010), (Saravanakumar, G, 2014), (Surahman, N, G, I, 2020), (Gultom et al., 2020), and (Aisha & Kurnia, 2018) service quality variables have a positive and significant influence on customer loyalty. This means that the higher the quality of service a company provides, the higher the customer loyalty.

The Effect of Customer Relationship Management on Customer Loyalty in Adzkia Medan Tutoring

From the results of the hypothesis testing analysis, the effect of customer relationship management on customer loyalty has a path coefficient of 0.551. This influence has a probability value (p-values) of 0.000 <0.05, meaning that customer relationship management has a significant effect on customer loyalty in Adzkia Medan tutoring.

Based on the opinions and research above, it can be concluded that customer relationship management is very influential on customer loyalty where customer relationship management serves as an intermediary for the company to maintain good relations with customers and ensure the provision of services provided to customers, by itself both in terms of behavior, attitudes and systems, customer relationship management that is applied will affect customer comfort so that it can affect customer loyalty.

Loyal consumers will not purchase products or use services once, they will make purchases and use services repeatedly. customer relationship management is a strategy that can increase the competitive advantage of a company and the elements contained in customer relationship management will have a strong impact on customer loyalty.

According to research (Rizaldi & Hardini, 2019), (Setiawan, D., & Setiawan, L, 2021), (Rosyad, A. A, 2023), (Nur lelasari & Innocentius Bernarto, 2023) (Yullya Ramadonna, Nasfi, 2019) and (Dike, Amarachi, R., & Stanley, C. C, 2021) state that customer relationship management variables have a significant influence on customer loyalty variables, which means that the better customer relationship management is implemented in a company, the higher the customer loyalty to the company's goods / services.

The Effect of Customer satisfaction on Customer Loyalty in Adzkia Medan Tutoring

From the results of the hypothesis testing analysis, the effect of customer satisfaction on customer loyalty has a path coefficient of 0.354. This effect has a probability value (p-values) of 0.000 <0.05, meaning that customer satisfaction has a significant effect on customer loyalty in Adzkia Medan tutoring.

Companies are in a market where the competition is quite tight, starting to compete for customer satisfaction so that customers become very loyal to the restaurants offered by these entrepreneurs. customer loyalty is closely related to customer satisfaction. The happier consumers are with their desires, the more they will buy the product and become customer loyalty to the seller's product. Meanwhile, customer satisfaction is influenced by good service provided by the

staff.

According to research (Muis, Gultom, Jufrizen, & Azhar, 2020), (Muis, Fahmi, Prayogi, & Jufrizen, 2021) (Handoko, 2015) (Gultom et al., 2020), (Habibi, S. M, 2017), (Haerudin, W. I. M, 2020) (Nur lelasari & Innocentius Bernarto, 2023) the customer satisfaction variable has a significant and positive relationship with customer loyalty which means that when customer satisfaction is high it will increase customer loyalty.

According to research (Ulfa & Mayliza, 2019) concluded that customer satisfaction has an effect on customer loyalty, which means that if customer satisfaction increases by 1, it can increase customer loyalty, while if customer loyalty decreases by 1, customer loyalty will also decrease.

Effect of Customer satisfaction that Mediates the Effect of Service Quality on Customer Loyalty in Adzkia Medan Tutoring

From the results of the hypothesis testing analysis, the effect of customer satisfaction which mediates the effect of service quality on customer loyalty has a path coefficient of 0.138. This effect has a probability value (p-values) of 0.045 <0.05, meaning that service quality has a significant effect on customer loyalty through customer satisfaction at Adzkia Medan tutoring.

The main thing that customers pay attention to is customer satisfaction. After using the service is whether they feel satisfied with the service provided to customers. If customers are satisfied, there will be an increase in customer loyalty and customers will recommend our business to others.

According to (Surti & Anggraeni, 2020) service quality has a positive effect on customer loyalty with customer satisfaction as a mediating variable. good service quality will make customer loyalty and good and bad services provided by the company to achieve customer satisfaction.

According to research (Wijayanti & Wahyono, 2015) (Grihana, N. D. K., & Kusuma, D, 2021) (Soesilowati et al., 2019) (Alsukri et al., 2022) the customer satisfaction variable can mediate the relationship between service quality and customer loyalty. It can be concluded that if the service quality is higher for customers, it will lead to customer satisfaction, and in the long run it will certainly result in customer loyalty, meaning that service quality has a significant effect on customer loyalty which is influenced by customer satisfaction.

The Effect of Customer satisfaction Which Mediates the Effect of Service Quality on Customer Loyalty

From the results of the hypothesis testing analysis, the effect of customer satisfaction which mediates the effect of customer relationship management on customer loyalty through has a path coefficient of 0.171. This effect has a probability value (p-values) of 0.004 <0.05, meaning that customer relationship management has a significant effect on customer loyalty through customer satisfaction at Adzkia Medan tutoring.

This shows that the customer relationshi management provided by the company which if the customer relationship management provided by the company can customer satisfaction, there will be an increase in customer loyalty.

According to research (Zahro & Prabawani, 2018), there is an influence between customer relationship management variables on customer loyalty through customer satisfaction which is quite significant, which is shown in the calculation table where t statistics are greater than t table. According to Research (Arianty & Marfah, 2023), (Mudjiyanti & Sholihah, 2022) (Grihani & Kusumadewi, 2021) (Febrilia et al., 2023) concluded that customer satisfaction significantly mediates customer relationship management and customer loyalty.

4. CONCLUSION

Based on the results of the research and discussion that has been stated previously, the conclusions can be drawn as follows.

1. Based on research conducted that directly service quality has a significant effect on customer satisfaction at Adzkia Medan tutoring.
2. Based on the research conducted that directly customer relationship management has a significant effect on customer satisfaction at Adzkia Medan tutoring.
3. Based on research conducted that directly customer satisfaction has a significant effect on customer loyalty at Adzkia Medan tutoring.
4. Based on research conducted that directly service quality has a significant effect on customer loyalty at Adzkia Medan tutoring.
5. Based on research conducted that directly customer relationship management has a significant effect on customer loyalty in Adzkia Medan tutoring.
6. Based on research conducted that indirectly customer satisfaction mediates the effect of service quality on customer loyalty in Adzkia Medan tutoring.
7. Based on the research conducted, customer satisfaction indirectly mediates the effect of customer relationship management on customer loyalty at Adzkia Medan tutoring.

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