THE INFLUENCE OF SERVICE QUALITY, BRAND IMAGE, AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY OF BEKAM THERAPY CENTER JEMBER

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Article Info	ABSTRACT
	Health is currently an important concern after the outbreak of the Copid 19 Pandemic. Cupping therapy is an alternative for people to maintain their own health from free radical attacks that are currently spreading in the community due to pollution and chemicals. This study aims to examine the effect of service quality, brand image, and customer satisfaction on customer loyalty at Bekam Therapy Center Jember. The sample in this study consisted of 100 customers who had cupping at the Cupping Therapy Center using a nonprobability sampling technique. Tests were carried out using multiple linear regression using the SPSS 25 Software tool. The results of the analysis show that service quality affects customer loyalty, brand image affects customer loyalty and customer satisfaction affects customer loyalty at the Jember "Bekam Therapy Center".

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1. INTRODUCTION

Humans are very valuable assets, therefore it is important for humans to maintain health. In addition to maintaining a healthy lifestyle, we as humans must also routinely control our health conditions and seek treatment if necessary. Apart from going to doctors and conventional medicine, it turns out that there are still many people who go to traditional healers for treatment. The traditional health service practice of cupping is one of the popular treatment alternatives throughout Indonesia, including the Jember region. Along with the increasing development of technology, competition for cupping services in Jember is also starting to be competitive. Based on data from cupping services that have registered their business on Google, currently there are 85 active cupping services in Jember, whether they have been certified with national cupping training or not.

Cupping Therapy Center is a cupping service that has national cupping training certification and has consistently occupied the top three positions in Google searches with the keyword "Bekam Jember" for 3 years. However, in the past year, the increasing number of competitors has made Bekam Therapy Center's customer loyalty decline, so the company needs to think about a strategy to increase customer loyalty. According to [1], customer loyalty is a form of customer commitment to return to using a company's services or products even though there is potential that might cause customers to switch to competitors.

The company realizes that customer loyalty is one of the company's main capital to achieve success. Therefore the company must be able to provide quality service to customers. Service quality is the level of excellence given to customers to meet customer expectations and desires for the services offered [2], [3]. In practice, there are several complaints submitted by clients of the Cupping Therapy Center, such as customer service numbers being inactive several times, delays in homecare services, therapists serving cupping services for less than the estimated time given, and so on. If customer complaints are considered and the company improves service quality, it is hoped that customers will choose to use the service again at a later time

The company realizes that customer loyalty is one of the company's main capital to achieve success. Loyalty can be interpreted as customers who use certain services repeatedly [4]. Customers who use the product continuously indicate that the customer is happy with the products and services they have

experienced. Many factors can increase customer loyalty. Service quality, brand image and also customer satisfaction can be ascertained as factors that can increase customer loyalty.

Companies must be able to provide quality service to customers. Service quality is the level of excellence given to customers to meet customer expectations and desires for the services offered [5]. Therefore the company must be able to provide quality service to customers. Service quality is the level of excellence given to customers to meet customer expectations and desires for the services offered [6]. Research conducted by previous researchers [7], [8], [9], [10], [11] states that good service quality will provide a high level of customer loyalty. Several studies have also linked service quality to customer loyalty, namely those conducted by [12], [13], [14], [15], [16], [17], [18], [19], [20], [21], [22], [23], [24] all stated that there was a positive relationship between service quality and customer loyalty. Meanwhile, research [25] states that service quality has no impact on customer loyalty.

Creating a good brand image will have a good impact on the company. Brand image is how customers perceive a brand as a reflection of what is currently on the minds of customers about the brand [26]. According to [2], brand image is a way for customers to differentiate the services of a company from competing companies, for example logos, designs or symbols. Brand image will certainly lead customers to use the services offered because customers think good things about the company. Research that links brand image with customer loyalty is conducted by [27], [28], [29], [30], [31], [32], [33], [34], [35], [36], [37], [38], [39], [40], [41], [42], [43] and the result is that brand image can provide increased customer loyalty.

The customer's feeling of pleasure for the services provided is a successful form of customer satisfaction. According to [44], customer satisfaction is a form of emotion, either happy or disappointed between the perceived achievements and the expectations that are expected by the customer. Companies must be able to read, not only what is needed, but also what customers want, so that the customer's desire to take advantage of these services increases. Customers who are satisfied with the services provided have a higher probability of returning to use the services offered. Besides that, there is also the possibility that customers will recommend the service to others and have the potential to increase company revenue.

There are several previous studies that are relevant to this research, but there are still gaps in the results of each of these studies. Research conducted by [45], [46], [47], [48], [49], [50], [51], [52], [53], [54], [55], [56], [57], [58] which states that customer satisfaction is maintained properly will provide high customer loyalty.

There is still a gap in the results of previous research that makes researchers interested in conducting further research by raising the title "The Influence of Brand Image, Service Quality and Customer Satisfaction on Customer Loyalty of Bekam Therapy Center Jember". While the purpose of this study is the first to determine the effect of service quality on customer loyalty. The second objective is to determine the effect of brand image on customer loyalty. The third objective is to determine the effect of customer satisfaction on customer loyalty at Bekam Therapy Center Jember.

1.1. Service Quality

Companies must be able to provide quality service to customers. Service quality is the level of excellence given to customers to meet customer expectations and desires for the services offered [6], [59]. If customer complaints are considered and the company improves service quality, it is hoped that customers will choose to use the service again at a later time.

1.2. Brand Image

Creating a good brand image will have a good impact on the company. Brand image is how customers perceive a brand as a reflection of what is currently on the minds of customers about the brand [26]. Brand image can also be defined as a consumer effort in differentiating services from one company to another, which is attached to the product or service such as logos, designs, or symbols and words.

1.3. Customer satisfaction

The customer's feeling of pleasure for the services provided is a successful form of customer satisfaction. According to [60] stated that consumer satisfaction is a form of emotion, either happy or disappointed between the achievements felt by a customer because his expectations exceed the performance of the product or service that is felt.

1.4. Customer loyalty

According to [61], customer loyalty is a form of customer commitment to return to using a company's services or products even though there is potential that might cause customers to switch to competitors. Customer loyalty can be said to be a customer loyalty to reuse the services provided in the future.
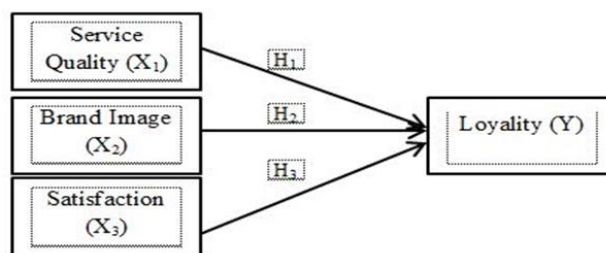
Figure 1. Research Conceptual Framework

H1: Service quality has a positive and significant effect on customer loyalty at Bekam Therapy Center Jember.

H2: Brand image has a positive and significant effect on customer loyalty for Bekam Therapy Center Jember customers.

H3: Customer satisfaction has a positive and significant effect on customer loyalty for Bekam Therapy Center Jember customers.

2. RESEARCH METHOD

There are two kinds of variables in this study, namely the independent variable and the dependent variable. The independent variables in this study include service quality (X1), brand image (X2), customer satisfaction (X3), while the dependent variable in this study is customer loyalty (Y).

The operational definition of a variable is the description of the indicators for each variable. Service quality is the level of excellence given to customers to meet customer expectations and desires for the services offered [62]. According to [63], revealed that there are 22 factors of service quality, but now they have been summarized into five dominant factors, namely SERVQUAL, the five indicators consist of: 1) Reliability; 2) Responsiveness; 3) Assurance; 4) Empathy; 5) Tangibles. According to [64], brand image is a way for customers to differentiate the services of a company from competing companies, for example logos, designs or symbols. With brand image indicators can be seen from: 1) The advantages of brand associations; 2) Strength of brand association; 3) The uniqueness of the brand association. According to [26] revealed that customer satisfaction is a form of emotion, either happy or disappointed between the perceived achievements and the expectations that are expected by customers. Customer satisfaction according to [2] has several indicators, as follows: 1) Quality services; 2) Relationship marketing; 3) Loyalty promotion program; 4) Focus on the best customers; 5) Effective complaint handling system; 6) Unconditional guarantees; 7) Pay-for-performance programs. According to [62], customer loyalty is a form of customer commitment to return to using a company's services or products even though there is potential that might cause customers to switch to competitors. Indicators of customer loyalty: 1) Re-use of services; 2) Recommend the brand to others.

The population in this study were all customers who had cupping at the Cupping Therapy Center whose number was unknown. Determining the number of samples is based on opinion [65] which states that the minimum sample limit for regional research is 30 samples. While the sample in this study was determined as many as 100 respondents with nonprobability sampling conditions. A total of 100 questionnaires were distributed to Bekam Therapy Center customers after cupping and filled out right away. The data analysis used was multiple linear regression analysis and validity and reliability tests.

3. RESULTS AND ANALYSIS
3.1. Results
3.1.1. Validity Test Results

So that the data used in research in the form of a questionnaire is valid data or not, it needs to be measured and tested with a validity test [66]. The results of the validity test of this study are presented in Table 1 below. Based on the data in Table 1., all measuring instruments in the form of questionnaires are declared valid because their significance values are all less than 0.05.

Table 1. Research Validity Test Results

Variable	Item	r-count	r table	Sig.	Information
Service Quality (X₁)	X1.1	0,823 → >r table		0,000 → <0,05	Valid
	X1.2	0,549 → >r table	0,1966	0,000 → <0,05	Valid
	X1.3	0,801 → >r table		0,000 → <0,05	Valid
	X1.4	0,688 → >r table		0,000 → <0,05	Valid
	X1.5	0,433 → >r table		0,000 → <0,05	Valid
Brand Image (X₂)	X2.1	0,571 → >r table		0,000 → <0,05	Valid
	X2.2	0,881 → >r table	0,1966	0,000 → <0,05	Valid

	X2.3	0,807 → >r table		0,000 → <0,05	Valid
Satisfaction (X₃)	X3.1	0,853 → >r table		0,000 → <0,05	Valid
	X3.2	0,712 → >r table		0,000 → <0,05	Valid
	X3.3	0,853 → >r table		0,000 → <0,05	Valid
	X3.4	0,853 → >r table	0,1966	0,000 → <0,05	Valid
	X3.5	0,853 → >r table		0,000 → <0,05	Valid
	X3.6	0,712 → >r table		0,000 → <0,05	Valid
	X3.7	0,516 → >r table		0,000 → <0,05	Valid
Loyality (Y)	Y1.1	0,972 → >r table	0,1966	0,000 → <0,05	Valid
	Y1.2	0,973 → >r table		0,000 → <0,05	Valid

3.1.2. Research reliability test results

The reliability test aims to measure the extent to which the instrument in the form of a questionnaire can be consistent if used as a measurement tool [66]. The results of the reliability test of this research were submitted in Table 2., following. The results of the data reliability test analysis show that all Alpha Cronbach values for all variables are declared reliable.

Table 2. Reliability Test Results

Variable	Cronbach Alpha Value
Service Quality (X₁)	0,656
Brand Image (X₂)	0,618
Satisfaction (X₃)	0,878
Loyality (Y)	0,943

3.1.3. Results of Multiple Linear Regression Analysis

To determine the effect of the independent variable on the dependent variable, multiple linear regression analysis is used. The results of the linear regression analysis in this study are presented in Table 3 below. Based on the results of the analysis in Table 3., it can be concluded that all the hypotheses proposed are accepted.

Table 3. Research Multiple Linear Regression Results

Variable	Coeficient Value	Sig.	Result
Service Quality (X₁)	-0,241	0,000	Hypothesis Accepted
Brand Image (X₂)	0,699	0,001	Hypothesis Accepted
Satisfaction (X₃)	-0,299	0,001	Hypothesis Accepted

3.2. Analysis

3.2.1. Effect of Service Quality on Customer Loyalty

Based on the results of inductive statistical calculations, the service quality variable (X1) has a regression coefficient of -0.241 with a significance level of 0.000 which is greater than the required p-value of 0.05. Thus, the first hypothesis (H1) which states that service quality has an influence on customer loyalty is accepted (H1 is accepted) and H0 is rejected. This indicates that the services provided by the Jember Bekam Therapy Center can make customers feel happy and ultimately provide information to other people who will be doing cupping. This research is in line with research conducted by [67], [39], [68], [48], which states that Good service quality from a service organization will have a positive impact on customers so that customers will also provide good information. Meanwhile, research that is not in line with this research is carried out by [69], [32], [15].

3.2.2. The Effect of Brand Image on Customer Loyalty

Based on the results of inductive statistical calculations, the brand image variable (X2) has a regression coefficient of -0.299 with a significance level of 0.001 which is greater than the required p-value of 0.05. Thus, the second hypothesis (H2) which states that brand image has an influence on customer loyalty is accepted (H2 is accepted) and H0 is rejected. This indicates that the brand image packaged by the Jember Bekam Therapy Center can make customers feel happy and ultimately provide information to other people who will do cupping. This research is in line with research conducted by [70], [71], [32], [30], [29]. which states that a good brand image of a service organization will have a positive impact on customers so that customers will also provide good information.

3.2.3. The Effect of Satisfaction on Customer Loyalty

Based on the results of inductive statistical calculations, the customer satisfaction variable (X3) has a regression coefficient of 0.699 with a significance level of 0.001 which is greater than the required p-value of 0.05. Thus, the third hypothesis (H3) which states that customer satisfaction has an influence on customer

loyalty is accepted (H3 is accepted) and H0 is rejected. This indicates that customers who are satisfied with the services provided by the Jember Bekam Therapy Center can make customers feel happy and finally provide information to other people who will do cupping. This research is in line with research conducted by [72], [56], [73], [21] which had a positive impact to customers so that customers will provide good information as well. While research that is not in line with this research is carried out by [37], [38], [15].

4.   CONCLUSION

The conclusions that can be drawn on the basis of the results of the research that has been done, the conclusions are: 1) The quality of services provided by the Jember Cupping Therapy Center can provide pleasure to customers so that customer loyalty increases; 2) The brand image that is owned by Bekam Therapy Center Jember gives a distinct impression to customers so that it can increase customer loyalty; 3) Customers who do cupping at Bekam Therapy Center Jember feel satisfied with the services provided which causes customer loyalty to increase.

Suggestions that can be given to the Jember Cupping Therapy Center service industry are as follows: service quality, brand image and customer satisfaction to be maintained properly because they have provided high customer loyalty. For further research, it is expected to use more samples and also combine it with e-marketing.

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