

The Role of Loyalty and Satisfaction's Effect on Word-of-Mouth Influence in Indonesian B2B Environment

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Abstract

Customers are active in the service process, therefore the quality of the services they consume is determined by them. These findings suggest that product expectations and values are used to gauge customer satisfaction. The growth of a diverse range of distinctive apparel, as well as clothing trends as people's lifestyles, demonstrates that this industry is rapidly expanding. The research methods employed in this study were quantitative research methodologies. Partial Least Square TStructural Equation Modeling was used to examine this investigation (PLS-SEM). Convergent validity, discriminant validity, and composite reliability are all tested during the measurement model testing phase. The outcomes of the PLS analysis can be utilized to evaluate the study hypothesis if all indicators in the PLS model meet the standards of convergent validity, discriminant value dirt, and reliability testing. The relationship between variables in research is a means of testing specific theories. The importance of selling the company through word of mouth cannot be overstated. By word of mouth, customer satisfaction with the selling company has a favorable and considerable impact on company sales. A reliability test was performed in this study to determine the measurement instrument's internal consistency. The relationship between variables in research is a means of testing specific theories. The importance of selling the company through word of mouth cannot be overstated. Consumers who are happy with the services they receive are more likely to make repeat purchases, to be loyal to the firm, and, most importantly, to spread the word about the company to their friends and family.

Introduction

The development of the business world, especially in the knitwear industry, triggers the emergence of new entrepreneurs. The clothing business is promising news because it deals with basic human needs. The emergence of a variety of unique clothing, and clothing trends as people's lifestyles, is proof that this business is growing rapidly. Customers are one of the company's assets that need to be considered because it is the customer who will provide benefits for the company by spending their money to buy the products we sell. However, in this case, the customer in question is the distributor who will resell it to the customer. The knitting industry has a fairly broad target market because both women and men can wear it. Other than that, the knitting industry also has resellers in several areas that facilitate the distribution of knitwear throughout Indonesia, and all groups can reach the price of its products. The knitting industry positions itself as a producer of knitwear that provides good quality at affordable prices so that when sold to distributors and distributors, they still get a profit. In addition, the knitting industry also positions itself as a ca convect whose production work can be completed on time according to customer requests and micro industrial convection with macro industrial quality. In the era of globalization, people are starting to use the internet as a means to find various information. The development of internet technology has also changed the way people communicate. someone can communicate with other people anytime and anywhere that person is and can share all kinds of information without being disturbed by space and time. Based on research by We Are Social (a company in the UK) and Hootsuite which was released on February 11, 2021, The Covid-19 pandemic has made most people rely on the internet or social media and spend most of their time in cyberspace. Indonesians spend an average of three hours and 14 minutes per day on social media. What is surprising is that there are around 170 million active social media users out of a total population of 274.9 million. Thus, social media users in Indonesia reach 61.8% of the total population as of January 2021. Social media is currently a means for consumers to share information such as photos, text, images, and videos. which is quite surprising, namely that there are around

170 million active users of social media out of a total population of 274.9 million people. Thus, social media users in Indonesia reach 61.8% of the total population as of January 2021. Social media is currently a means for consumers to share information such as photos, text, images, and videos. which is quite surprising, namely that there are around 170 million active users of social media out of a total population of 274.9 million people. Thus, social media users in Indonesia reach 61.8% of the total population as of January 2021. Social media is currently a means for consumers to share information such as photos, text, images, and videos. (Kotler & Keller., 2012). Social media provides opportunities that have a closer interaction function with consumers. Social media can offer individual communication content. Through social media, marketers can also find out the habits of consumers and build deeper relationships. The growth of online stores in Indonesia is quite fast. (Danis Puntoadi, 2011). This happens because people have wide internet access. sales of products through the internet or social media to attract consumers by providing information about the products offered to the public. Sales of products with social media can also attract consumers and can have a positive impact on a product. The use of social media is used by the community in carrying out an activity ranging from looking for info, entertaining doing business. Marketing carried out using social media will affect consumer perceptions of a product, which can then affect consumer buying interest(Yan Mao et al., 2014). Marketing communication is the company's way of informing, improving, and inviting consumers both directly and indirectly to get to know a product it sells. (Kotler & Keller., 2016). The purpose of marketing communication through social media is to foster a consumer buying interest (Quek et al., 2010). B2B is a business process that sells products or services to other companies(Miletsky, JI, Smith, 2009). The rapid evolution of information technology has had a tremendous impact on how B2B marketers connect and transact with their clients, as well as when and where they do so (Schultz et al., 2012). In today's extremely competitive business-to-business (B2B) climate, it's critical to achieve favorable results while also cultivating strong client relationships to improve transactions and long-term success. WOM information is also helpful in making industrial purchasing decisions in business-to-business (B2B) transactions (Roth et al., 2004). One of the most powerful sources of information on customer purchases is word of mouth (Jalilvand, Mohammad Reza, 2012).

Satisfaction to the selling firm

Customer satisfaction is an evaluation after someone buys or uses a product that at least exceeds customer expectations, and dissatisfaction occurs because the outcomes fall short of expectations (Giao, 2020). A good level of customer satisfaction will create good customer loyalty(Widjaja & Nugraha, 2016). Customer satisfaction is an evaluation after someone buys or uses a product that exceeds customer expectations and dissatisfaction occurs due to Results that aren't quite what you'd expected. When something is done right the first time, customers are satisfied and may tell others about their experience (positive word of mouth). Customer satisfaction is a psychological notion that refers to a favorable emotion that comes from a product or service meeting or exceeding expectations. Higher levels of consumer satisfaction result in higher levels of personal loyalty. According to them (Pizam et al., 2016) Customers are satisfied when their expectations are confirmed or rejected favorably (Pizam et al., 2016). A positive post-consumer evaluation has been explicitly mentioned in the marketing literature to result in a long-term partnership (Giovanis et al., 2014). There is evidence of happiness. Customer happiness can have a big impact on loyalty (Sashi, 2012). This indicates that customers who are happy with the goods or services can become loyal customers (Ibrahim et al., 2017). Customers will buy again if they are satisfied with what they expect (Nyadzayo & Khajehzadeh, 2016). (Rychalski & Hudson, 2017) Determine that customer satisfaction and customer loyalty are inextricably linked.

Loyalty to the selling firm

In business, loyalty has been identified as a driving force (Khoa, 2020). Loyalty is a great communication tool that may encourage existing consumers to behave positively and attract additional loyal customers in the future (Babu, D. G., & Sultana, 2017). Customer loyalty suggests that marketing has paid attention to it, according to (Abu-alhaija et al., 2018). Customer loyalty is an intangible yet critical asset for many businesses (Jiang & Zhang, 2016). Customers' attitudes are referred to as behavioral loyalty. Towards purchasing a particular brand because of their preference (Cyr, 2008). according to (Olivier Richard, 1999), Loyalty is a cognitive first order related to the performance of a brand, then effective is a liking for a brand, and cognitive loyalty is a repurchase and acts to have a repurchase commitment. Loyal customers will be the main information for themselves and other customers. One of the most important things that might influence loyalty is customer pleasure. When what consumers expect is in line with expectations, it will lead to positive word of mouth (WOM) in society. Based on this description, a hypothesis is proposed.

H1: There is an effect of satisfaction on the selling company on loyalty to the selling company

H2: There is an effect of satisfaction of the selling company on the word of mouth selling company

H3: Through word of mouth and loyalty to the selling company, there is an indirect effect on the satisfaction of the selling company

Selling firm word of mouth

Word of mouth (WOM) is a form of communication in which someone pleased with a product informs others about it (Yang, 2017). To create a relationship with customers, according to (Ntale et al., 2013). Word of mouth (WOM) is acknowledged as a means for disseminating crucial information about a product or service that influences consumer decision-making (Jeuring & Haartsen, 2017). As a result, positive word of mouth (WOM) is synonymous with loyalty (East et al., 2017). WOM has often considered as one the most powerful influences on customer behavior (Daugherty & Hoffman, 2013). investigated how to create a relationship with customers through Customer loyalty and word-of-mouth communication (Ntale et al., 2013). The study's findings reveal that consumer loyalty is influenced heavily by word of mouth. Customer interactions that are handled correctly and adequately will result in favorable word-of-mouth and affect loyalty (Yang, 2017). The findings revealed that word of mouth has a major impact on loyalty. Word-of-mouth marketing that is positive relationships and loyalty are created when customer relationships are handled correctly and responsibly (Yang, 2017). As a result, loyalty has a significant impact since the more loyal someone is, the more likely they are to recommend them to others. A hypothesis is offered based on the given description.

H4: There is an influence of loyalty to the selling firm on word of mouth about the selling firm

Methodology

The research methodology for this research was quantitative research. The quantitative search method is a method for testing theory by examining a relationship between variables. The method of testing certain theories is by testing the relationship between variables in research (Creswell, 2016) while according to (Sunyoto, 2016) Quantitative research is a number or numbers that are dense so that they can be put together and also

make it easier to read and allow researchers to better understand.. This research applied a quantitative technique. Quantitative research is a type of research that produces findings that can be obtained using statistical procedures (Sujarweni, 2014). While the quantitative research method is a research method used to examine a particular population, to test a set hypothesis (Sugiyono, 2009). The data used in this study target consumers, sells of buying knitted clothes on the island of Java. All dates a collected using a questionnaire method distributed using the social media platforms such as (Instagram, WhatsApp, and Line). The distribution of the questionnaires was takeover of 1 week starting from 11-October-2021 until 18-October-2021. Each closed question/statement item has five response options: Completely agree (5 points), agree (4 points), somewhat agree (3 points), disagree (2 points), and strongly disagree (1 point) are the five levels of agreement (1 point). On the island of Java, the data collected resulted in 109 responses. The survey was voluntary, and respondents were told that the information they submitted would be kept private. This study analyzed was Partial Least Square Structural Equation Modeling PLS-SEM. PLS-SEM PLS or Smart Partial Least Square is statistical software with the same purpose to test the relationship between variables, both latent variables and indicator variables. (Asbari et al., 2020) The use of the smartPLS method is recommended when the number of samples is limited when the model to be built is quite complex. The advantages of smartPLS are that it is easier to use and more competitive, and the drawback is that not all SEMs can do it because the smartPLS software is specifically for processing SEM data with small samples, therefore it is not suitable for large sample research (Purwanto & Sudargini, 2021).

Finding/result

Convergent validity, discriminant validity, and composite reliability are the three types of validity. are all tested during the measurement model testing phase. The outcomes of the PLS analysis can be used to examine the study hypothesis if all indicators in the PLS model have met the standards of convergent validity, discriminant validity, and reliability testing. A reliability study, a test was conducted to determine the measurement instrument's internal consistency. A construct indicator's internal consistency identifies a common latent concept. is measured by reliability (Sarwono, 2015).

Test outer model

With a validity value greater than 0.70, The goal of a convergent validity test on the outer model is to determine whether a latent variable indicator is valid (Purwanto et al., 2021).

Figure 2 Illustrates that the validity value of each indicator is more than 0.7, indicating that all indicators in the study are reliable. In addition to convergent validity, the outer model test includes a reliability test. This test is used to verify the indicator's reliability in measuring a variable, and a variable is considered if it has an AVE of at least 0.5 and a Cronbach Alpha of at least 0.7, it is considered valid (Purwanto et al., 2021). In this investigation, a discriminant validity test was used:

Table 1
Results of Reliability and Validity Test

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Loyalty to the Selling Firm	0.947	0.974	0.949
Satisfaction with the Selling Firm	0.935	0.959	0.886
Selling firm word of mouth	0.913	0.933	0.698
Source: SmartPLS data processed 2021			

The output Cronbach's Alpha or Composite Value Each must have a reliability of at least 0.7 as a condition of having good reliability. So it can be said that the three latent variables (loyalty to the selling company, satisfaction to the selling company, word of mouth selling company) have CA and CR values greater than 0.7, As a result, the data is trustworthy, and all variables are present. have a high level of reliability. Table 1 also shows that the three variables namely loyalty to the selling company. Each latent variable extracted from the mean-variance(AVE) was examined to see if it had convergent validity. All of the AVE values were higher than the acceptable 0.5 level so convergence was confirmed.

An indicator with a greater than 0.5 loading value (or a reliability indicator value greater than 0.5) has high reliability (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, 2017). If the outer loading value is discovered to be between 0.5 and 0.6, it is regarded as sufficient to meet the convergent validity criterion. If multiple indicators fail to match the criteria during the validity test, such as having a value of outer loading less than 0.5, signifying that they are not significant, these indicators must be deleted. Table 2 shows that each of the existing indicators has a high level of reliability.

Table 2
Outer Loading Test Results

Variable	Indicator	Questions	Outer Loading	Conclusion
	SS1	My company's relationship with the selling corporation is great.	0.944	Valid
Satisfaction	SS2	Basically, the selling organization is a wonderful company to do deal with.	0.931	Valid
	SS3	My company is treated fairly by the selling firm.	0.948	Valid
Loyalty	LS1	My company is extremely loyal to the selling company.	0.974	Valid
	LS2	My company is extremely dedicated to the selling firm.	0.974	Valid
	WM1	I recommended this clothing to family members	0.817	Valid
	WM2	I recommended this clothing to close personal friends	0.924	Valid
Word of Mouth	WM3	I mention to others that I do business with this clothing	0.826	Valid
	WM4	I recommend this clothing to acquaintances	0.888	Valid
	WM5	I speak positively of this clothing to others	0.818	Valid
	WM6	But how frequently do you recommend the selling company?	0.729	Valid
Source: SmartPLS data processed 2021				

The table above shows that there is no outer loading indicator with a value < 0.5 . So this means that the indicator is declared valid for research use and can be used for further analysis.

Cross-loading with the construct was used to measure the test for discriminant validity. The indicator is said to have discriminant validity if the value of the cross-loading indicator on that variable is the highest when compared to other variables. The following are the findings of using the SmartPLS program to calculate the cross-loading factor:

Table 3
Discriminant Validity (Cross Loading) Results

Indicator	Satisfaction with the Selling Firm	Loyalty to the Selling Firm	Selling firm word of mouth
SS1	0.944	0.843	0.782
SS2	0.931	0.746	0.762
SS3	0.948	0.803	0.779
LS1	0.83	0.974	0.778
LS2	0.823	0.974	0.794
WM1	0.721	0.729	0.817
WM2	0.783	0.769	0.924
WM3	0.617	0.709	0.826
WM4	0.755	0.693	0.888
WM5	0.624	0.585	0.818
WM6	0.601	0.524	0.729
Source: SmartPLS data processed 2021			

According to the data in the table above, it has met the cross-loading standards, since each variable has the highest when compared to the cross-loading value on other variables, the cross-loading value on the variable in its form. As a result, it may be argued that the study's indicators have sufficient discriminant validity.

Discussions

The R value for the dependant is used to evaluate the structural model (Inner Model) measurement in PLS construct and the path coefficient value in the structural model (Ghozali & Latan, 2015). This test aims to see whether the array has a significant effect that can be displayed from the t value. The t value is obtained by bootstrapping.

Bootstrapping Output Display

Source: SmartPLS data processed 2021

Evaluation of Structural Measurements (R-Square)

The R Square value is the endogenous construct's coefficient of determination. The greater the R-Square score, the better the proposed research model's prediction model (Indrawati, 2017).

Table 4
R-Square

Variable	RSquare
Satisfaction with the selling firm	0.719
Loyalty with the selling firm	0.720

According to the table above, the R-square value for the Satisfaction to the Corporation factor is 0.719, and 0.720 for the Loyalty with the Selling Firm factor. The R-Square incentive for the Loyalty with the selling firm component has an impact on Satisfaction with the selling firm of 0.719, and the excess 0.281 is factors outside the scope of study influenced the results. According to the table above, the R-square value for the Satisfaction to the Selling Firm component is 0.719, and 0.720 for the Loyalty with the Selling Firm factor is 0.719 and 0.720, respectively. The R-Square incentive for the Loyalty with the selling firm component has an effect on Satisfaction with the selling firm of 0.719, whereas the remaining 0.281 factors it outside scope of study influenced the results. As a result, the pointers used in this study can explain 71.9 percent as a component of satisfaction with the selling firm, while the remaining 28.1 percent is explained by other aspects. The R-Square value for the Loyalty to the Selling Firm factor is 0.720. This means that the Loyalty to the Selling Firm element has an impact on 0.720, The remaining 0.28 is influenced by factors not related to the review. As a result, the pointers used in this evaluation can only explain 72 percent of the data as Loyalty to the selling firm, Other factors give an estimate 28% of the total. On endogenous constructs, R-square. For endogenous constructs, R Square is the coefficient of determination. 0.67 (strong), 0.33 (moderate), and 0.19 (weak) are the R-squared values (weak) (Chin, 1998).

B. Hypothesis Test

To measure the significance t-measurement esteem between the free component and the dependant variable to get a sense of the predictive model's significance in testing the basic model. The t-measurement esteem between the free and ward components in the manner coefficient table in the SmartPLS output can be used to review the predictive model's usefulness in evaluating the primary model.

Table 5
Path Coefficient

Variable	Original Sample	Sample Mean	Standard Deviation (STDEV)	T Statistics (O/STDEV)	values
Loyalty to the selling firm -> Word of mouth out about selling firm	0.386	0.384	0.091	4.256	0
Satisfaction with the selling firm -> Loyalty to the selling firm	0.848	0.845	0.047	17,889	0
Satisfaction with the selling firm -> Selling firm word of mouth	0.496	0.497	0.089	5.549	0
Satisfaction with the selling firm -> Selling firm word of mouth mediated by Loyalty to Selling Firm	0.327	0.325	0.078	4.174	0
Source: SmartPLS data processed 2021					

The test findings for each hypothesis are as follows, based on the table above:

First The effect of word-of-mouth of the selling firm on loyalty to the selling firm According to the route coefficients table, the path coefficient value is 0.386, showing that there is a favorable influence on selling business word of mouth. The t-statistic is 4.256, which is more than 1.96, and there is a moreover because the p-value is 0.000, which is less than 0.05.. This suggests that the The Loyalty to the Selling Firm variable has a positive impact on word of mouth for the selling firm. As a result, the hypothesis related to the influence of selling firm loyalty on word of mouth about the selling firm is accepted.

Second Customer Satisfaction and Customer Loyalty to the Firm according to the route coefficients table, the path coefficient value is 0.848, indicating that there is a positive influence on Loyalty to the selling firm. There is a significant effect because the t-statistic is 17.889, which is greater than 1.96, and the p-value is 0.000, which is less than 0.05. This suggests that the variable Satisfaction with the selling firm influences Loyalty to the selling firm in a favorable way. As a result, the hypothesis about the effect of customer satisfaction on loyalty is accepted.

Third The benefit of client satisfaction on word-of-mouth for the selling firm. There is a significant effect because the t-statistic is 5.549, which is greater than 1.96, and the p-value is 0.000, which is less than 0.05. This implies that the variable Satisfaction with the selling firm has a positive impact on the selling firm's word of mouth. As a result, the hypothesis about the effect of sales firm satisfaction on sales firm word of mouth is confirmed.

Fourth Customer satisfaction with the selling firm has an effect on word-of-mouth about the selling firm via loyalty to the selling firm. to the selling firm in the face of negative word-of-mouth about the selling firm due to loyalty to the selling firm. It was discovered that the path coefficient value is positive 0.327, indicating that there is a positive influence on Selling firm word of mouth, with a statistical value of 4.174, indicating that the value

is > 1.96 and the The p-value is less than 0.05, indicating that the direction of the relationship between Satisfaction and its influence is unspecified. Word of mouth is beneficial and significant when selling firm vs. selling firm.

Conclusion

According to the results of the data analysis, customer satisfaction with the selling firm has a favorable and considerable impact on word-of-mouth sales, which is mediated by loyalty to the selling company. The importance of selling the company through word of mouth cannot be overstated. Furthermore, customer satisfaction with the selling company has a strong and considerable impact on company sales through word-of-mouth. These findings suggest that product expectations and values are used to gauge customer satisfaction. Customers who are satisfied with the goods or service are more likely to stick with it. Customers that are loyal to a product will praise it and buy it again and again. Customers who are loyal are satisfied and happy customers. quality of a product directly affects consumer loyalty, this means that the better the customer service, the more loyal the customer. Consumer pleasure has a direct impact on customer loyalty, which means that as satisfaction rises, so does customer loyalty. consumer loyalty will increase. Likely to remain loyal are satisfied and happy. They are the most effective form of positive word-of-mouth advertising (WOM). Loyal customers are satisfied and happy customers; they are the best means of positive word of mouth (WOM) advertising. Loyal customers are not just satisfied and happy customers; they are the best means of WOM (word of mouth) advertising that's also positive. Quality starts from the customer and ends at the customer's perception. Customers are involved in a service process, so they are the ones who determine the quality of the services they consume. It can be concluded that the existence of repeat purchases and the formation of customer loyalty, in this case consumers are determined by the quality they feel. Consumers who are satisfied with the services they consume will usually make repeat purchases, then will be loyal to the company, and more importantly they will carry out word-of-mouth activities, especially to the people closest to them

Declarations

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Authors' contributions

SS: conceptualization; formal analysis; investigation; methodology; resources; supervision; validation; CAP: visualization; writing—original draft, writing—review and editing. MF: formal analysis; validation; writing—review and editing. MP: writing—review and editing.

Author consent

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The authors have declared there is no conflict of interest in writing this article.

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Figures

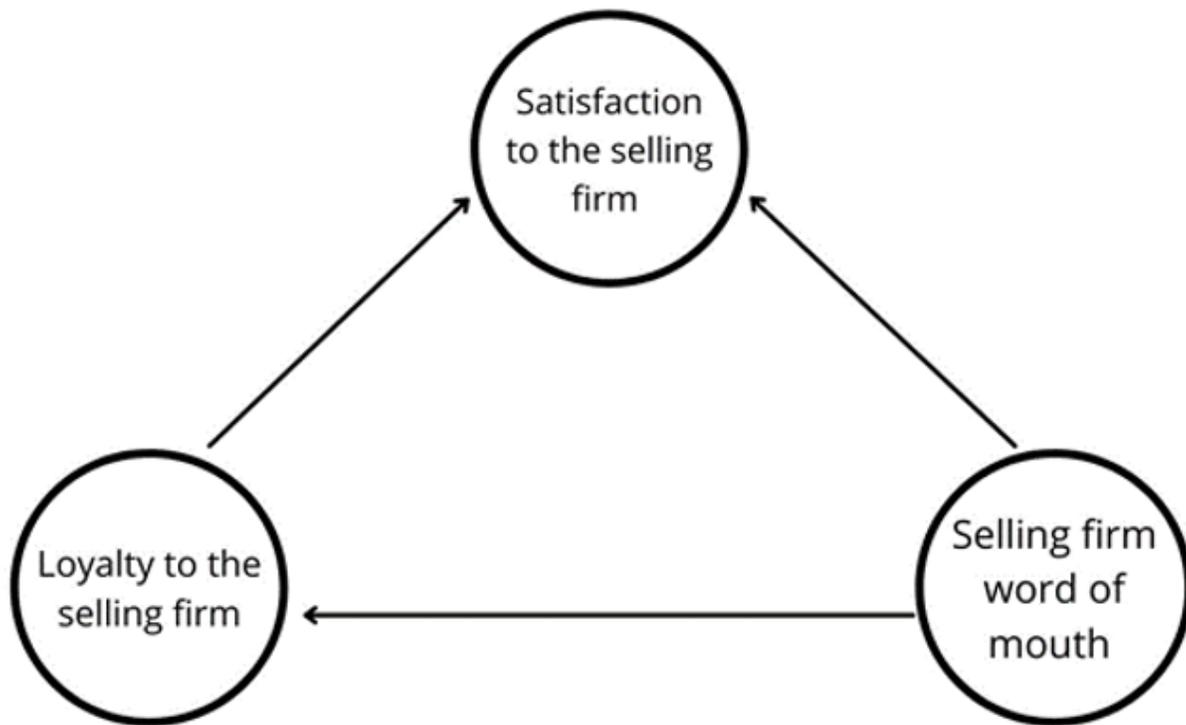


Figure 1

Caption not included with this version.

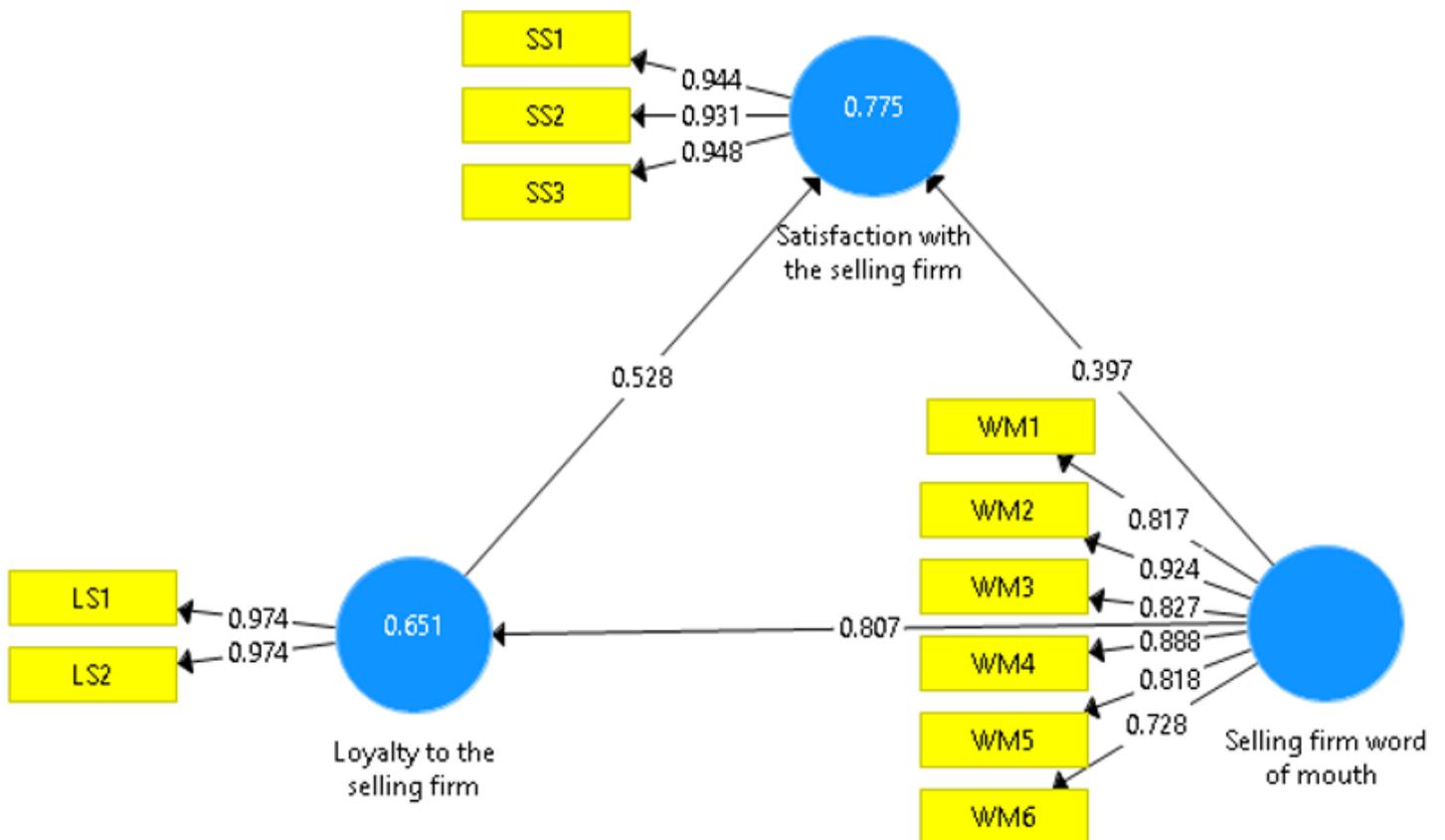


Figure 2

Caption not included with this version.

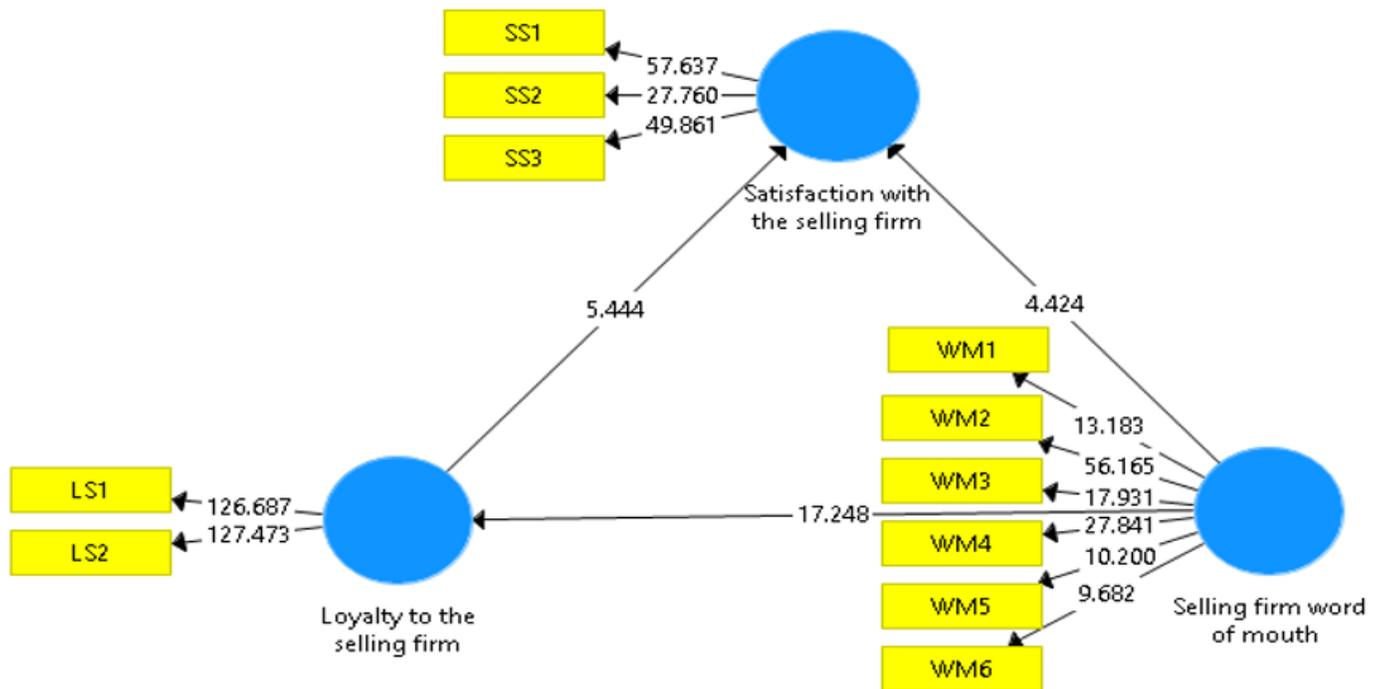


Figure 3

Bootstrapping Output Display

Source: SmartPLS data processed 2021