

The Effect Of Marketing, Quality Of Service On Customer Satisfaction And Customer Loyalty Of Semen Tonasa In Bone District

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ABSTRACT

This study was conducted with the aim of 1) analyzing the influence of marketing on customer satisfaction and loyalty of cement tonasa in Bone Regency. 2) To analyze the influence of Service Quality on the satisfaction and loyalty of Cement Tonasa customers in Bone Regency. Bone district. This study uses primary data and uses a survey to distribute 215 questionnaires to housing developers in Bone Regency. The survey was conducted from November to February 2022. This research was conducted in Bone Regency with a population of real estate developers in Bone Regency. Data The results of the questionnaire were analyzed using the Structural Equation Model with the help of SPSS and AMOS 21. The results of the study found that: 1) marketing and service quality had a positive and significant effect on customer satisfaction of Cement Tonasa in Bone Regency. 2) marketing and service quality had a positive and significant effect on loyalty. Cement Tonasa customers. 3) Customer quality has a negative and not positive effect on customer loyalty of Cement Tonasa in Bone Regency. 4) Marketing and service quality have a positive and significant effect on customer loyalty through customer satisfaction of Tonasa Cement in Bone Regency.

Keywords: *Marketing, Service Quality, Customer Satisfaction and Loyalty*

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I. INTRODUCTION

The development and progress of an area such as a Regency are always marked by the rapid development of infrastructure development such as the construction of concrete roads, high-rise buildings (hotels, shopping centers and offices), housing and public facilities owned by a Regency. These development activities cannot be separated from the use of materials, one of which is cement with various types of cement brands available in one district. As in Bone Regency, there are four dominant types marketed, namely Tonasa cement, Bosowa, Indosemen and Holcim. These four types of cement are dominantly marketed in Bone Regency with various references to their advantages. Semen Tonasa has the advantage of high-pressure cement for housing, bridges, high-rise buildings and concrete; cement for the construction of concrete, plaster, plaster, and bricks; cement for high-rise buildings and construction of coastal areas; passes the SNI standard; and has a Quality Laboratory Certification (ISO 9001:2000, ISO 14001:2004). Furthermore, the superiority of Semen Bosowa is that it is a hydrolysis cement from the raw material of Portland composite cement, marketing only in the Central Indonesia region, having adhesive and cohesive cement as a binder. In addition, Bosowa cement has passed the SNI for type I Portland cement, and has ISO 9001 and ISO 14001, for buildings, concrete construction and the environment. Indosemen companies in marketing their products have the same advantages as other cements, namely for general use such as houses, high-rise buildings, bridges, concrete roads and construction. Indosemen products also have Quality Management System Certification ISO 9001:2008 and ISO 14001:2004 to ensure good corporate governance practices. Holcim Company with the advantages of its cement products are suitable for lightweight bricks, the product is easy to apply with high adhesion and is efficient in use because of its thinner mortar. Another advantage is that it reduces fine cracks on the wall, so that the surface of the wall is more perfect, and the dry time is fast. Holcim has ISO 9001, ISO 14001 and OHSAS 18001 accreditation standards and has passed SNI. The cement industry is one of the strategic industries that is growing quite rapidly in the country. In line with the improving economic growth and people's welfare, the potential demand for cement continues to increase between 8% to 10%. The large market potential and the increasingly sharp level of competition require the company's management to carefully develop the concept of marketing, service quality, customer satisfaction and loyalty (Soetjipto, 2013:1). The four things mentioned above are the latest novelties that need to be observed from the aspect of phenomena, reality, data and gaps related to this matter to be observed and observed in relation to the application of top management (top leader)

plays a role in determining the direction of company policy to continue to grow and compete with competitors engaged in the same field. Facing this competition, of course, cement companies find various problems and obstacles in the field of marketing that must be faced and resolved properly.

The problem faced by cement companies in Bone Regency in the midst of the covid-19 pandemic which has affected market share in the last two years, especially the Semen Tonasa company which is the ruler of the cement sales market share in the city of Bone is the level of loyalty of end consumers (project contractors and housing developers). the marketing trend is very declining as seen from the buying and selling of cement products in various construction activities. One of the reasons is the lack of development during the pandemic forcing cement distributors, especially Tonasa cement, to create marketing strategies that are in line with today's times. Various considerations that end consumers have to determine their attitude in using a company's cement products are very dependent on the level of repeated purchases and not using other companies' cement products, depending on how often end consumers refer cement products to other consumers who are engaged in similar businesses. the same and how much positive response was built in using the tonasa cement product. The description of the results of observations by researchers to the tonasa cement company shows that the production of the tonasa cement company annually produces 7 million tons of cement per year by distributing its marketing for development activities in eastern Indonesia specifically. There are ten networks of cement bagging units (UPS) or packing plants such as those in Makassar, Bitung, Palu, Sorong, Ambon, Samarinda, Celukan Bawang Bali, Banjarmasin, Lapuko Kendari and Mamuju, with a total cumulative capacity of 6.5 million tons (Source: Marketing Department of PT. Semen Tonasa, 2020). The following is shown data on the development of Tonasa cement sales in Bone Regency in the last 3 years in Table 1 below:

Table.1 Tonasa Cement Sales Data in Bone Regency

Realized Sales of Makassar 2018 to 2020				
Row Label	2018	2019	2020	Grand Total
January	19.984	17.505	17.313	54.802
February	18.131	17.390	18.630	54.151
Maret	18.822	19.595	19.498	57.915
April	15.892	15.350	15.435	46.677
Juni	13.656	16.614	17.875	48.145
Juli	23.971	19.194	15.261	58.426
Agustus	19.870	18.603	17.323	55.796
September	30.310	22.471	24.557	77.338
Oktober	31.539	25.536	23.556	80.631
November	24.815	21.302	19.230	65.347
December	24.517	20.226	17.520	62.263
Grand Total	241.507	213.786	206.198	661.491

Source: PT Semen Tonasa Cab. Bone Regency

Based on Table 1, shows the development of Tonasa cement sales in Bone district in 2019 decreased by 27,721 sacks, and in 2020 decreased by 7,588 bags. This reflects the development of the sales quantity which has decreased during the last 3 years. This is an indication that the percentage of satisfaction and loyalty has decreased. The next fact that is generally found is that final consumer as customers often complain about the cement products they buy from the cement company Tonasa. These complaints and dissatisfaction often do not get a channel or a place to listen to the voice of the customer. The final consumer realizes that the company's lack of awareness in managing the complaint and suggestion system causes it to be unable to determine the level of customer satisfaction, besides that it rarely conducts surveys on actual customer satisfaction, and the company has limitations in doing ghost shopping to detect the sensitivity of the products used by customers. And the company's management also rarely makes contact with customers as end consumers who need get as a form of attention. Due to the lack of consideration and attention, many end consumers are not satisfied.

Based on this consideration of customer dissatisfaction, the policymakers of the cement company Tonasa should consider the satisfaction assessment theory from Kotler (2013:17) that customer satisfaction can be known through a system of complaints and suggestions, satisfaction surveys, ghost shopping activities and contact person of old customers. This is a consideration for assessing customer satisfaction in encouraging customer loyalty. After understanding the description above, the novelty of this research lies in the phenomena disclosed, the facts that occur, the data showing a downward trend, and the contradiction between gap research and gap theory that is not in line with the support from previous research. On this basis, researchers are interested in researching by choosing the title Effect of Marketing, Service Quality on Satisfaction and Customer Loyalty of Semen Tonasa in Bone Regency.

II. Research Method

This research was conducted with a descriptive analysis approach, namely research that seeks to determine the solution to the current problem based on data, so the researcher also presents data, analyzes, interprets and provides symptoms, facts or events systematically and accurate information about the characteristics of a particular population or group. In addition, researchers also use library research (library research). Literature research is research conducted using literature (library), either in the form of books, notes, or reports on the results of previous research. The type of data in this study consisted of primary and secondary data. Primary data are data obtained from observations, questionnaires and interviews. Secondary data is data obtained from final consumers in Bone Regency, namely housing developers who use Tonasa cement. Sources of data were obtained from parties related to this research, especially for housing developers and building project parties using Tonasa cement in several housing development arenas in the Province of Bone Regency where information can be obtained that supports the completeness of the data.

The population in this study were all final consumers who used tonasa cement. The final consumer is a housing developer in Bone Regency. The number of developers in Bone district, both local and national housing developers. There are a number of companies that are actively registered in REI (Real Estate Indonesia). There are as many local developers as companies and companies. Determination of the number of samples used by the full sampling method or commonly called a census. The reason for using full sampling is that the number of final consumers of this study is relatively small, which is easy to justify because their characteristics are the same, namely cement users. Considering that the researcher used SEM analysis, the requirements for the sample had been met, namely 200 respondents. So the total sample that the researchers made as respondents was 215 people.

III. Results

The results and discussion of this study focused on the observed problems to be analyzed according to the results of data processing using statistics after the data was tabulated and validated for normality and reliability. Furthermore, the frequency is carried out to analyze the characteristics of the respondents in each variable according to the indicators, and then SEM (Structural Equation Model) analysis is carried out to see the variable construct according to the eight goodness of fit criteria for hypothesis testing to see the direct and indirect effects. (indirect effect) which is positive/negative and significant/insignificant. Based on the empirical model proposed in this study, it is possible to test the proposed hypothesis through path coefficient testing on the structural equation model. Table 5.13 is a hypothesis testing by looking at the p-value, if the p-value is less than 0.05 then the relationship between the variables is significant. In addition, it also explains the direct effect, meaning that there is a direct positive influence between the variables, the indirect effect, which means that there is an indirect positive influence between the variables, and the total effect, namely the accumulation of direct influence. and indirectly. The test results are presented in the following table:

Table 5.13. Direct Effect and Indirect Effect Hypothesis Testing

Hip	Variable			Direct	Indirect	Total	P-Value	Description
	Independent	Intervening	Dependent					
1	Marketing (X1)	-	Satisfaction (Y)	0.370	-	0.370	0.000	(+) Significant
2	Quality (X2)	-	Satisfaction (Y)	0.202	-	0.202	0.041	(+) Significant
3	Marketing (X1)	-	Customer Loyalty (Z)	-0.183	-	0.480	0.000	(+) Significant
4	Quality (X2)	-	Loyalty (Z)	-	-	0.183	0.145) Not Significant
5	Customer Satisfaction (Y)	-	Customer Loyalty (Z)	0.470	-	0.470	0.001	(+) Significant
6	Marketing (X1)	Satisfaction (Y)	Loyalty Customer	0.202	0.174	0.544	0.013	(+) Significant
7	Quality (X2)	Satisfaction (Y)	Loyalty (Z)	0.095	0.297	0.082	(+) Not Significant

The whole model shows five direct paths and two hypothesized indirect paths, it looks like four direct paths have a positive and significant effect, while one direct path has a negative and insignificant effect. The interpretation of Table 5.13 can be explained as follows:

1. Marketing has a positive and significant impact on customer satisfaction with a coefficient value of 0.370 and a p-value of $0.000 < 0.05$. The four indicators of marketing consisting of product, price, promotion and distribution have a positive and significant influence on customer satisfaction. The results of this study indicate that the better the marketing consisting of product, price, promotion and distribution, the higher the level of customer satisfaction with the assumption that other factors influence constantly. This is supported by research by Mohammad (2015) which shows that marketing has a significant effect on satisfaction.

2. Service quality has a positive and significant impact on customer satisfaction with a coefficient value of 0.202 and a p-value of $0.041 < 0.05$. According to Table 5.13, the service quality indicator whose dominant contribution is the third indicator with a loading factor of 0.607 and the smallest contribution is the fifth indicator with a loading factor of 0.445. The third indicator is empathy, namely concern for serving cement tonasa orders to customers. The fifth indicator is assurance, namely the best service commitment for orders or purchases of Tonasa cement to customers. This pressure on the results triggers the service quality variable to be positive and significant to customer satisfaction. This study assumes that the better the quality of service received by the customer, the higher the level of satisfaction felt by the customer. This is supported by Jirawat's research (2019) with the results of research on service quality having a positive and significant effect on customer satisfaction.

3. Marketing has a positive and significant influence on customer loyalty with a coefficient value of 0.480 and a p-value of $0.000 < 0.05$. According to Table 5.13, the dominant marketing indicator contribution is the second indicator with a loading factor of 0.786 and the smallest contribution is the fourth indicator with a loading factor of 0.159. The eighth indicator is the price, which is the determination of the value of the tonasa cement products offered to local and national housing developments. The fourth indicator is distribution, namely the media or container for marketing Tonasa cement products to customers. This pressure on the results triggers the marketing variables to be positive and significant to customer satisfaction. The results of this study assume that the better the marketing, the higher the customer loyalty, assuming other factors that influence it are constant. This is supported by research by BK Suthar (2014) with positive and significant marketing research results on loyalty.

4. Service quality has a negative and insignificant effect on customer loyalty with a coefficient value of -0.183 and a p-value of $0.145 > 0.05$. This can be interpreted that basically, the service quality of Tonasa cement is good, but because of other influencing factors, such as the price of the product which is more expensive than other cement products, it causes customers not to repurchase. The company's SOP is almost the same as the quality of service with similar companies so this causes the quality of service to have no negative effect in the sense that service quality is intended to be applied in accordance with the SOP or which does not have any effect on customer loyalty. According to Table 5.13, the service quality indicator whose dominant contribution is the third indicator with a loading factor of 0.607 and the smallest contribution is the fifth indicator with a loading factor of 0.445. The third indicator is empathy, namely concern for serving cement tonasa orders to customers. The fifth indicator is assurance, namely the commitment to the best service for orders or purchases of cement tonasa to customers. Based on the loading factor of the indicator used, the guarantee indicator for customers contributes the least among other indicators, illustrating that customers feel that the guarantee provided by the company is not in accordance with their wishes so this is also one of the factors for disloyalty to Tonasa cement products. Customers feel that the product received by the customer is not good according to the customer so this has a negative influence on customer loyalty to Cement Tonasa in Bone district. This is supported by Jirawat's research (2019) with the results of research that service quality has a positive and significant effect on customer loyalty.

5. Satisfaction has a positive and significant impact on customer loyalty with a coefficient value of 0.470 and a p-value of $0.001 < 0.05$. This can be interpreted that the better the level of satisfaction felt by customers, the higher the level of customer loyalty towards the repurchase of cement tonasa. It can be assumed so if other influencing factors are constant. The level of customer satisfaction so far has been very good, causing customer loyalty to be even higher. According to Table 19, the dominant contribution indicator of satisfaction is the second indicator with a loading factor of 0.675 and the smallest contribution is the third indicator with a loading factor of 0.555. The second indicator is a customer survey, namely the company's observations about customer satisfaction who buy cement tonasa. Based on the loading factor of several indicators that have the biggest contribution, customer surveys, this can be interpreted that customer surveys are very important in assessing the level of customer satisfaction so surveys of customers are routine things that must be carried out by companies, because the higher the level of satisfaction they receive, it is likely that customers will return to purchase similar products, in this case, the tonasa cement product. The customer survey is a place to collect all

customer suggestions and criticisms of tonasa cement products, so that customers feel cared for and lead to a high level of satisfaction to encourage customers to be loyal to tonasa cement products so that this has a positive influence on customer loyalty of tonasa cement in Bone district. The third indicator is ghost shopping, which is hiring employees who monitor customer satisfaction. While the indicator that has the smallest contribution is the first indicator with a loading factor of 0.393, namely customer loyalty to the use of Tonasa cement products. Based on this, customer loyalty is considered to be the indicator that has the smallest contribution that can affect the loyalty of tonasa cement customers, even though this indicator is very important because the customer's desire to reuse tonasa cement products repeatedly will affect the customer's desire to repurchase cement products. tonasa which in turn will create customer loyalty. This is something that must be considered by the marketing party of tonasa cement to foster customer desire to repurchase tonasa cement products by imposing special prices or attractive promos or even special treatment for loyal customers. high tonnage cement products. The imposition of special/special prices for customers is expected to be able to foster a desire for customers to repurchase tonasa cement products. Providing attractive promotions regularly to customers is one of the factors that can foster a customer's desire to repurchase so the higher the level of desire to make purchases. repurchase, this will have a positive influence on customers. So it can be assumed that the higher the desire to repurchase, the more significant will be the loyalty of cement tonasa customers in bone district. This pressure on the results triggers the satisfaction variable to be positive and significant to customer loyalty. This is supported by research by Marshal (2011) which shows that satisfaction has a positive and significant effect on customer loyalty.

6. Marketing through customer satisfaction has a positive and significant influence on customer loyalty with a coefficient value of 0.544 and a p-value of $0.013 < 0.05$. This can be interpreted that the better the level of marketing in this case the product, price, promotion and distribution, the higher the level of customer satisfaction which will ultimately lead to high customer loyalty, assuming that other factors that influence it are constant. This indirect effect can be interpreted as if the customer is satisfied with the price of the product offered, it will have an indirect effect on customer loyalty, as well as the quality of the product offered by the Tonasa cement product, the better the product they offer, the customer will feel satisfied. and will indirectly affect the level of customer loyalty. Likewise for the promotions offered to customers, if the customer feels the promotion offered is beneficial to the customer, the customer feels cared for so that the customer feels satisfied which will affect the level of customer loyalty itself. Likewise with distribution, if the distribution of products is carried out quickly after the purchase process, the customer will feel satisfied this will also lead to higher customer loyalty. These four factors cause a positive and significant influence on customer loyalty to cement tonasa in Bone district.

7. Service quality through customer satisfaction has a positive and insignificant effect on customer loyalty with a coefficient value of 0.202 and a p-value of $0.082 > 0.05$. because the coefficient of the indirect effect becomes large, causing the final total coefficient to be 0.082, causing the indirect effect to be insignificant. This can be interpreted that the quality of service received by customers, especially after-sales service is considered good but the level of customer satisfaction is different so this has no significant effect on customer loyalty. Good service quality can make customer satisfaction high, the quality of service they receive at generally considered very good and the company has run according to company standards and is a basic thing that becomes a service commitment from a company and is considered to have met the requirements so that this has a positive influence on customer loyalty, but returning to the level of customer satisfaction with customer quality is different so that this is one of the factors that hinder customer loyalty, customers are not satisfied and want better service quality but the company cannot provide, so this is what causes expectations and the press Their perceptions of service quality are different, causing an insignificant effect on customer loyalty, which should be the higher the quality of service they receive, the higher the level of satisfaction which in the end will lead to high customer loyalty but this is not the case. This is the company's priority in the future so this direct influence is positive and significant.

IV. Discussion

Discussion of the results of this study is the results obtained from data processing using the AMOS program according to the Structural Equation Model (SEM) analysis to see the direct effect and indirect effect based on the construction of exogenous variables on endogenous variables from this study. , then described each variable indicator discussed, supported by several theories and previous research to show the scientificity of this research. More details are described as follows:

Marketing on Customer Satisfaction of Semen Tonasa

The results of the study prove that marketing has a negative and insignificant effect on customer satisfaction of Semen Tonasa. The effect seen from the regression weights for the direct effect shows a positive effect with a p-value of $0.000 < 0.05$ which means it is significant. This shows that all indicators of change provide reinforcement on the marketing variable and this variable has a significant effect on customer satisfaction. The facts found in the field are in agreement, in general, the tonasa cement users think that the marketing of tonasa cement is considered very good. This is related to affordable prices, product availability, promotions at any time and easy distribution of cement because it has distribution everywhere so Tonasa cement is easily available in the market. This causes a significant marketing effect on customer satisfaction. As a reinforcement of the positive and significant influence of the analysis of the influence of marketing on customer satisfaction, this cannot be separated from the game of the distributors who are not only looking for profit, so that the marketing influence of cement tonasa remains stable in marketing, which makes the marketing of cement tonasa positive and significant to customer satisfaction, In this case, it causes the final consumer to be satisfied with the level of satisfaction with timely marketing in obtaining tonasa cement. In more detail, the indicators of each marketing variable on customer satisfaction are described.

Quality of Service on Customer Satisfaction of Semen Tonasa The results of the study prove that service quality affects customer satisfaction of Semen Tonasa in this case the final consumer. The effect is seen from the regression weights for the direct effect of 0.202 which shows a positive effect with a p-value of $0.041 < 0.05$ which means it is significant. This shows that all variable indicators have a strong influence on the service quality variable and this variable has a significant influence on customer satisfaction. What is found in the field shows that it is consistent, where in general local and national housing developers as cement tonasa customers in carrying out marketing activities often get good service from the tonasa cement company, where the management and employees of cement tonasa always provide power responsive to cement sales services to end consumers, often shows service reliability by prioritizing the demands of service needs desired by end consumers as customers, shows empathy for tonasa cement sales services, provides services in accordance with physical evidence in the form of facilities and infrastructure for delivering cement to the destination and the cement company Tonasa guarantees the best service commitment. The form of service quality based on this variable indicator has a positive and significant impact on customer satisfaction, in this case, the final consumer so that they often place orders for cement tonasa to the company. In more detail, the indicators of each service quality variable on customer satisfaction are described.

Marketing on Customer Loyalty of Semen Tonasa

The results of the study prove that marketing affects the customer loyalty of Semen Tonasa. The effect is seen from the regression weights for the direct effect of 0.480 which shows a positive effect with a p-value of $0.000 < 0.05$ which means it is significant. This shows that all indicators of the variables have strengthened the marketing variable and this variable has a significant effect on customer loyalty. The reality in the field shows that the marketing applied by the Tonasa cement company gets a response from customers to grow their level of loyalty. This can be seen from the large number of cement orders that come directly to the tonasa cement distributor office to order cement in large stock orders or an average of more than 10,000 Zaks. This indicates that the marketing carried out has a prospective or orientation to the level of customer loyalty who already knows and feels the advantages of Tonasa cement compared to other cements on the market. The form of marketing that gets a positive and significant response to customer loyalty can be seen from customer loyalty as the final consumer to keep subscribing, customers often refer to other customers to order or buy cement tonasa and customers give a positive response to cement tonasa marketing activities. This means that the application of marketing has a positive and significant impact on customer loyalty. In more detail, the indicators of each marketing variable on customer loyalty are described.

Quality of Service on Customer Loyalty of Semen Tonasa

The results of the study prove that service quality affects customer loyalty to Semen Tonasa. The effect is seen from the regression weights for the direct effect of -0.183 which shows a negative effect with a p-value of $0.145 > 0.05$ which means it is not significant. This shows that all indicator variables have a weak effect on the service quality variable, and have no significant effect on customer loyalty. The reality seen in the marketing activities of Tonasa cement, it appears that the quality of services provided by the company to customers has been carried out poorly, providing services with responsiveness to service requests that are not fast enough, and the company is not reliable in serving promptly, serving by not caring about the demands for cement ordering needs, not providing physical evidence services that facilitate the ordering of tonasa cement and the company also does not provide a guarantee of commitment that no goods will be lost until the destination. This is what makes service quality a negative effect, but the demand for service quality shown by the cement tonasa

company is significant to customer loyalty. The reason is that customers as final consumers see service quality as an assessment of loyalty, and see the products produced by the company. For customers, the quality of service is only limited to the obligation given by the company to provide tonasa cement purchasing services to customers. Another clarification regarding the reasons for the quality of service has a significant effect on customer loyalty, because customers have purchased large quantities of cement tonasa, and made repeated purchases. Customers no longer do price comparisons, thus causing loyal customers. In more detail, the indicators of each service quality variable on customer loyalty are described.

Customer Satisfaction on Customer Loyalty of Semen Tonasa

The results of the study prove that satisfaction affects the customer loyalty of Semen Tonasa. The effect is seen from the regression weights for the direct effect of 0.470 which shows a positive effect with a p-value of $0.001 < 0.05$, which means it is significant. This shows that all indicators of the variable reinforce the satisfaction variable, which has a significant effect on customer loyalty. The fact that is seen in the marketing activities of Tonasa cement, it appears that the satisfaction of the services provided by the company to customers has been carried out well, provides services with responsiveness to fast response to service requests, the company is reliable in serving on time, serves with full concern for demands for cement ordering needs, providing physical evidence services that facilitate the ordering of cement tonasa and the company also provides a commitment guarantee that no goods are lost until they reach their destination. This is what makes service satisfaction a positive effect, and the demand for service quality shown by the cement tonasa company is significant to customer loyalty. The reason is that customers as final consumers make satisfaction a significant factor affecting customer loyalty. Another reinforcement regarding the reasons for customer satisfaction has a significant effect on customer loyalty, because customers have bought cement tonasa in large quantities, and feel comfortable with the service so that it causes satisfaction and no longer consider prices with cheaper products so that factors that cause satisfaction have a positive and positive effect. significant to customer loyalty.

Marketing through Satisfaction with Customer Loyalty of Semen Tonasa

The results of the study prove that marketing through customer satisfaction affects customer loyalty of Semen Tonasa. The effect seen from the regression weights for the indirect effect shows a negative effect with a p-value greater than 0.05 based on the results of the Sobel test, which means it is not significant. This shows that all indicator variables do not reinforce the independent variable marketing and customer satisfaction is not able to mediate to provide a significant influence on customer loyalty. The visible fact shows that in principle the application of marketing through customer satisfaction has a negative and insignificant effect on customer loyalty. This can be proven that in cement marketing activities, there is a lot of competition among other cement companies so the marketing application of the companies is different. For customers, the application of different marketing mixes does not affect customer satisfaction, because it is only related to the sale of cement products, while customer satisfaction is related to the disclosure of customer feelings. Likewise, marketing is not directly related to the level of loyalty, because loyalty is related to customer behaviour. This means that the implementation of marketing through customer satisfaction has a negative and insignificant effect on customer loyalty. Sharpening of the influence of marketing through satisfaction on customer loyalty which is negative and insignificant, caused by marketing activities played by distributors disrupting marketing mechanisms, so that customers are dissatisfied with the market mechanisms they experience, which causes because of this dissatisfaction customer as end consumers do not have loyalty to using tonasa cement, because customers can compare with other cement products with better marketing mechanisms, more satisfying and guarantee the availability of cement needed by end consumers. In more detail, the indicators for each marketing variable are described through customer satisfaction on customer loyalty.

Quality of Service through Satisfaction with Customer Loyalty of Semen Tonasa

The results of the study prove that service quality through customer satisfaction affects customer loyalty to Semen Tonasa. The effect seen from the regression weights for the indirect effect shows a positive effect with a p-value smaller than 0.05 based on the results of the Sobel test, which is significant. This shows that all variable indicators have strengthened the service quality variable, and the customer satisfaction variable can mediate to provide a significant influence on customer loyalty. The fact that is seen in the field as the reason for service quality through satisfaction has a positive and significant effect on customer loyalty, it can be seen from the implementation of service quality carried out by the Tonasa cement company in accordance with variable indicators in the form of responsiveness, reliability, empathy, physical evidence and assurance, which intended for customers so that their satisfaction is met in accordance with the complaints and suggestions system provided, based on the results of the satisfaction surveys provided, implementing ghost shopping to monitor customer satisfaction levels and always contacting old customers to remain satisfied with what the company provides. The implementation of service quality through customer satisfaction has a positive and

significant effect on customer loyalty. This can be seen from customer loyalty as the final consumer who purchases cement tonasa over and over again, always recommends other customers to use tonasa cement and gives positive appreciation to customers who always use tonasa cement. In more detail, the indicators of each service quality variable are described through customer satisfaction and customer loyalty.

Research Findings

1. Tonasa cement marketing has a positive and significant effect on customer satisfaction. It has a positive effect because marketing activities in the form of products, prices, promotions and distribution of cement tonasa are stable in the market and significant because these marketing activities fulfil customer satisfaction as final consumers in purchasing cement tonasa.
2. Service quality has a positive and significant effect on customer loyalty. Service quality has a positive effect because service activities are provided in accordance with customer purchase orders, and are significant to loyalty because customers do not have many references in choosing the cement they can buy.
3. Marketing through customer satisfaction has a positive and significant effect on customer loyalty. Marketing activities that are noticed by distributors lead to high customer satisfaction. Marketing activities through stable and unsatisfactory satisfaction have a positive and significant impact on customer loyalty in purchasing cement.

Research Limitations

1. This research is limited to only local and national housing developers as final consumers, or in other words, the respondents of this research are limited to only taking developers who buy cement tonasa in large parties, not including customers such as ordinary people who are building houses.
2. This research from the aspect of the variables studied is limited to variables that refer to the internal organization, namely looking at the application of marketing and service quality that is applied to increase customer satisfaction and loyalty, not observing variables related to external organizations, such as market competition, market share or others, so that it is difficult to compare the extent to which the satisfaction and loyalty of cement tonasa customers have been achieved.

V. Conclusion

1. Marketing has a positive and significant effect on customer satisfaction of Tonasa cement in Bone Regency.
2. Service quality has a positive and significant effect on customer satisfaction of cement tonas in Bone Regency.
3. Marketing has a positive and significant effect on customer loyalty to Tonasa cement in Bone Regency.
4. Service quality has a negative and insignificant effect on customer loyalty for cement tonasa in Bone Regency. This is because one of the indicators is a guarantee, namely the best service commitment for orders or purchases of cement tonasa to customers. This pressure on the results triggers the service quality variable to be negative and insignificant to the satisfaction of the cement tonasa customers in Bone Regency.
5. Customer satisfaction has a positive and significant effect on customer loyalty of cement tonas in Bone Regency.
6. Marketing through satisfaction has a positive and significant effect on customer loyalty in cement tonas, Bone district.
7. Service quality through satisfaction has a positive and significant effect on customer loyalty of Cement Tonasa in Bone Regency.

VI. Suggestion

1. Improvements are needed in the application of marketing by continuously innovating products with competitive pricing, the intensity of product excellence promotion and timely distribution of tonasa cement products so that customers are satisfied that they have used tonasa cement.
2. Maintaining the quality of service that has been implemented so far as an effort to continue to improve customer satisfaction who buys cement tonasa.
3. Marketing activities continue to be developed in accordance with the demands of customer needs so that customers have attention to always use cement tonasa and are expected to be considered by customers to have loyalty.
4. Improve the quality of service to maintain the loyalty of customers so that they continue to use the tonasa cement products, refer to others and show positive responses to the tonasa cement products used.
5. Growing customer satisfaction, so that customers remain loyal and loyal to using Tonasa cement products.
6. Marketing improvements, especially product innovation, more competitive and affordable prices, the more frequent intensity of product promotions in both mass and electronic media and timely distribution, so that customers are satisfied and loyal to using Tonasa cement.

7. Maintaining service quality while responding to customer desires, reliable in making sales, caring for each customer, supporting facilities and infrastructure as well as product quality assurance that gives satisfaction to customers, so that customers remain loyal to Tonasa cement products.

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