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Customer Loyalty Improvement of PT Federal International Finance Danastra Bogor Area

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Abstract

Online loans (pinjol) are increasingly being used by the public, especially during the Covid-19 pandemic where many households are experiencing extraordinary economic pressure. The Financial Services Authority (OJK) provides information regarding the amount of loan disbursements through loan organizing institutions or commonly known as online loan providers (pinjol) in Indonesia touched Rp20.53 trillion in August 2023. PT Federal International Finance Danastra is an application engaged in multipurpose financing such as working capital, wedding capital, education financing and many other needs to support life. The purpose of the study was to determine how much influence service quality, brand image and customer trust have on customer satisfaction and its impact on customer loyalty at PT. Federal International Finance Danastra, this research uses quantitative analysis methods using SPSS 26 software and the sampling method uses simple random sampling with a sample size of 270 respondents using the Slovin model. Through this research analysis, it is known that the factors of service quality, brand image, consumer trust and consumer satisfaction have a strong and significant influence on consumer loyalty PT. Federal International Finance Danastra.

Keywords: Consumer Satisfaction, Customer Loyalty.

INTRODUCTION

In this era of rapid technological development, everything seems to be easier as well as in terms of capital where in the past Indonesians found it difficult to access capital to develop their business or meet their needs, but now borrowing capital is no longer too difficult because of the growth of digital loan service provider platforms or commonly called online loans (pinjol) where the presence of the fintech industry in providing digital financial products seems to open new doors for those who want to apply for loans (Putri, 2022). The use of online loans (pinjol) is increasing among the public, especially as many households are facing tremendous financial pressure during the COVID-19 pandemic.

The Financial Services Authority (OJK) provides information regarding the amount of loan disbursements through loan organizing institutions or commonly known as online loan providers (pinjol) in Indonesia touched Rp 20.53 trillion in August 2023 where the amount of online loan disbursements increased slightly by 0.78% when compared to the previous month (month-on-month/mom) which amounted to Rp 20.37 trillion. 20.37 trillion, while compared to August 2022 the national online loan disbursement ratio in August 2023 increased by 6.78% (year-on-year/yoy) where the online loan disbursement was distributed to 13.37 million loan recipient accounts and most or 10.47 million borrowers came from Java or 78.3% of the total number of loan recipients in the country (Annur, 2023).

As of 9 March 2023, the number of online lenders licensed by OJK was 102 companies and based on Populix's survey 'Exploring Indonesia's Financial Evolution: loan providers and Paylater Adoption', 41% of the total 1,017 respondents aged between 17 and 55 had borrowed from an online lending platform, of which 22% borrowed to support lifestyle and entertainment (Ulfa, 2023).

Online loan services that are fairly easy and fast to access make Fintech companies have their own advantages. Nowadays, borrowing money through online loan applications has become popular thanks to the ease of access and fast

processing, which is increasingly relevant to the increasing needs of the community in line with the economic development that continues to move forward (Jalin, 2024). Where the fast and simple application process, coupled with less stringent requirements compared to traditional financial institutions, makes it very attractive to individuals who need funds immediatel (Edji, 2024).

So in recent years, online lending has often become a popular platform for the public where platform providers are trying to build brand awareness. Quoting the Financial Services Authority (OJK) page, OJK's P2P Lending Fintech Statistics (joint funding fintech) in December 2022 shows that 62 percent of joint funding fintech accounts are owned by customers aged 19-34 years, meaning that joint funding fintech users are dominated by Gen Z and Millennials (Widyastuti, 2023). Because the main reason why online loans are most in demand is that they have a practical plan, with the advancement of existing technology, almost the entire online loan process is carried out digitally, making it easier for consumers to apply for funds in a short time (Adriansyah, 2023). So that online loans are of great interest to the public because they are fairly easy to use which makes consumers easily remember them if they need them.

Building consumer trust in online loan platforms must be able to create a sense of security, the sense of security in question is having a clear legal entity, registered and licensed, official services, transparency, and security and privacy (Biru, 2023). That way consumers are calm and safe in using online loan services.

With the comfort and convenience provided by fintech companies at this time, it has been proven that many people are helped to fulfill even urgent needs, therefore, fintech startups are said to be one of the important instruments that can encourage the growth of Indonesia's digital economy (Purnama, 2019).

Data from the Financial Services Authority (OJK) and various fintech platforms show a significant surge in the use of fintech and digital payments in Indonesia. In 2020, the value of digital

payment transactions reached IDR 1,165 trillion, increased rapidly to IDR 2,378 trillion in 2021, and continued to grow until it reached IDR 3,940 trillion in 2023, this reflects the rapid adoption by Indonesians of more efficient and practical fintech technology (Berijalan, 2024). Seeing this development, it is not surprising that the fintech industry in Indonesia is growing rapidly. In fact, fintech is running faster and more aggressively than banks in providing digital financial services (Ananda, 2024).

With the existence of more and more online loans at this time PT. Federal International Finance (FIFGROUP) can see high opportunities so that PT. Federal International Finance (FIFGROUP) optimizes the application that previously existed since 2017 called Danastra which is engaged in multipurpose financing such as working capital, wedding capital, education financing, health financing, renovation financing, vacations and many other needs to support life. So as to compete and gain market share PT. Federal International Finance (FIFGROUP) Danastra provides fast, easy and safe loan application services to customers where FIFGROUP Danastra is registered and supervised by OJK.

Due to fierce competition in the Fintech industry, PT Federal International Finance (FIFGROUP) Danastra is required to provide better service quality to customers. A service must be able to reflect the needs and desires of customers because if the product or service is used correctly, the customer can provide an assessment after using the product or service whether it meets customer expectations or not (Yani & Sugiyanto, 2022). By trying to balance customer expectations, namely by responding to customer needs and requests while still paying attention to the convenience of the product or service and the accuracy of the service (Tjiptono, 2021). To ensure customer satisfaction, of course, the key to the company's success is to improve service and marketing strategies, of course, with different ways of serving customers must be done (Maria et al., 2022). By building satisfaction from customers, PT Federal International Finance (FIFGROUP) Danastra hopes to gain

loyalty from its customers. Every company in the financial sector, both banks and fintech, always improves the quality of its services so that existing customers survive and become loyal and increase the number of customers because of customers because the services provided to customers (Fauzi, 2022).

In addition to the services of PT Federal International Finance (FIFGROUP) Danastra also focuses on improving the company's image. Where consumers think about their belief in a brand, then consumers have confidence in the brand they choose according to what consumers want to use the product or service. (Sudirman et al., 2020). This can be used as a differentiator from other competitors and can increase the likelihood of customers using the product or service. Meanwhile, brand image can also increase the market share of products or services thanks to the creation of customer trust from brands that they already trust (Jamilah & Habra, 2022).

In addition, brand experience impacts customer satisfaction because customers do not expect better utility and benefits from the product, but rather the experience gained when buying or consuming the product or service (Andrian & Fadillah, 2021). So that a successful brand image will increase customers' desire to make repeat purchases or loyalty to the same brand (Maharani et al., 2020).

Customer trust is also something that is considered crucial for PT Federal International Finance (FIFGROUP) Danastra. Consumer trust involves a person's willingness to act in the belief that the company can deliver what they expect (Sobandi & Somantri, 2020). Trust is created in the mind of the customer when the product or service purchased can produce the usefulness or value expected by the customer from the product or service (Tirtayasa et al., 2021). Brand trust also affects customer satisfaction if a company has a good image, it will shape customers to believe in the product or service and not be afraid to consume it so that thanks to good quality and trust, customers will be satisfied with the quality and confident in the value provided by the company, most likely they will remain customers for a long

time (Jamilah & Habra, 2022).

Due to service quality, brand image and gaining customer trust, PT Federal International Finance (FIFGROUP) Danastra can achieve customer satisfaction. where customer satisfaction can be defined as a sense of satisfaction and security that a person feels when buying a product or consuming a product or service (Nasfi et al., 2020). Customer satisfaction has a significant influence on the running of a company or business it manages. Where the services offered to customers can cause satisfaction for customers for the services provided (Sumadi et al., 2021). Customer satisfaction is a supporting factor that shapes customers to be loyal to PT Federal International Finance (FIFGROUP) Danastra. Therefore, the company must maintain its customers by presenting a sense of satisfaction so that it can reach the level of customer loyalty by providing the best service to its customers (Agiesta et al., 2021).

When PT. Federal International Finance (FIFGROUP) Danastra can fulfill customer satisfaction, PT. Federal International Finance (FIFGROUP) Danastra hopes to gain loyalty from customers to ensure the sustainability of the Company. A loyalty is based on the customer feeling satisfied and feeling confident wearing a certain product or service (Fitriani et al., 2019). The importance of maintaining customer loyalty lies not only in service or product, but also has an impact on creating a sense of closeness and trust between customers (Amanda et al., 2021). Therefore, by creating and continuously increasing customer loyalty, the company will be able to minimize the threat or risk of problems arising in industrial competition so that the company is able to compete and survive in the business world (Momuat et al., 2021). Customers are considered loyal or loyal if they show regular purchasing behavior or show conditions that require buyers to make purchases twice or more within a certain period of time (Tumanung, 2021).

METHODS

This research was conducted to explain how the influence of service quality, brand image

and customer trust on customer satisfaction and its impact on customer loyalty at PT Federal International Finance Danastra Cibinong Branch. Furthermore, we processed this questionnaire with SPSS 26 statistical processing and this study uses path analysis to test the suitability of relational networks with two or more models that compare causal relationships based on the hypotheses proposed by researchers. The research sampling technique we use is simple random sampling where members are taken randomly from the population without regard to the strata in the population. The research sampling technique we use is simple random sampling where members are taken randomly from the population without regard to strata in the population. The data collection method in this study was to distribute questionnaires online. From the distribution, 270 questionnaire samples were obtained with a distribution period of 2 weeks.

This research was conducted at PT Federal International Finance Danastra Cibinong Branch which has a working area in the City and Regency of Bogor. The office of PT. Federal International Finance Danastra Cibinong is located at Jl. Raya Pemd, Pakansari Village, Cibinong District, Bogor Regency - West Java 16915. This research took place for \pm 4 months from September to December 2023. The research population consists of consumers who use the services provided by PT Federal International Finance Danastra.

This research is contain several hypotheses. The first hypothesis suggests that consumer satisfaction is impacted by the quality of service provided. Second hypothesis suggests that consumer satisfaction is impacted by brand image. Third hypothesis states that consumer satisfaction is impacted by consumer trust. Fourth hypothesis states that service quality affects customer loyalty. fifth hypothesis is that brand image affects customer loyalty. Sixth hypothesis states that customer trust affects customer loyalty. The seventh hypothesis states that service quality has an indirect effect on customer loyalty through customer satisfaction. The eighth hypothesis states that brand image has an indirect effect on customer

loyalty through customer satisfaction. The ninth hypothesis asserts that customer loyalty is indirectly affected by consumer trust built through consumer satisfaction. Tenth hypothesis predicts that customer satisfaction has influence on customer loyalty. The eleventh hypothesis suggests that service quality, brand image, and customer trust all impact customer satisfaction at the same time. The twelfth hypothesis suggests that service quality, brand image, customer trust, and customer satisfaction all have a simultaneous impact on customer loyalty.

RESULTS

Validity test

The Validity Test can be said to be valid if $r_{count} > r_{tabel}$. The following is the retrieval of the correlation value, you must first find the r table with a 2-way test. $N = 270$ then $df = n - 2$ so $270 - 2 = 268$. With a 5% significance level for the two-way test is 0.05, the r_{tabel} is 0.119. The Validity Test in this study can be seen as follows: Based on table 1, it can be concluded that the validity value of each Service Quality indicator is declared valid.

Table 1. Service quality validity test results

Item	r_{count}	r_{tabel}	Description
X1.1	0,652	0,119	Valid
X1.2	0,652	0,119	Valid
X1.3	0,716	0,119	Valid
X1.4	0,716	0,119	Valid
X1.5	0,728	0,119	Valid
X1.6	0,725	0,119	Valid
X1.7	0,732	0,119	Valid
X1.8	0,667	0,119	Valid
X1.9	0,703	0,119	Valid
X1.10	0,690	0,119	Valid

Sumber: Data processed (2023).

Table 2. Brand image validity test results

Item	r_{count}	r_{tabel}	Description
X2.1	0,556	0,119	Valid
X2.2	0,621	0,119	Valid
X2.3	0,715	0,119	Valid
X2.4	0,722	0,119	Valid
X2.5	0,655	0,119	Valid
X2.6	0,710	0,119	Valid
X2.7	0,729	0,119	Valid
X2.8	0,729	0,119	Valid
X1.9	0,703	0,119	Valid
X1.10	0,690	0,119	Valid

Sumber: Data processed (2023).

Based on table 2, it can be concluded that the validity value of each Brand Image indicator is declared valid.

Based on table 3, it can be concluded that the validity value of each Trust indicator is declared valid.

Based on table 4, it can be concluded that the validity value of each indicator of Customer Satisfaction is declared valid.

Tabel 5 shows that validity value of each indicator of Customer Loyalty is declared valid.

Table 3. Customer trust validity test results

Item	r_{count}	r_{tabel}	Description
X3.1	0,703	0,119	Valid
X3.2	0,753	0,119	Valid
X3.3	0,744	0,119	Valid
X3.4	0,688	0,119	Valid
X3.5	0,671	0,119	Valid

Sumber: Data processed (2023).

Table 4. Customer satisfaction validity test results

Item	r_{count}	r_{tabel}	Description
Y1	0,714	0,119	Valid
Y2	0,730	0,119	Valid
Y3	0,738	0,119	Valid
Y4	0,671	0,119	Valid
Y5	0,688	0,119	Valid

Sumber: Data processed (2023).

Table 5. Customer loyalty validity test results

Item	r_{count}	r_{tabel}	Description
X3.1	0,714	0,119	Valid
X3.2	0,730	0,119	Valid
X3.3	0,738	0,119	Valid
X3.4	0,671	0,119	Valid
X3.5	0,688	0,119	Valid

Sumber: Data processed (2023).

Reliability test

The minimum acceptable standard for determining the reliability of a questionnaire is Cronbach's alpha > 0.60. Thus the following are the results of the Reliability Test in this study:

Table 6 shows that the Cronbach's Alpha value

of each Service Quality indicator is > 0.60.

So it can be concluded that the Service Quality statement can be considered reliable.

Table 7 shows that the Cronbach's Alpha value of each Brand Image indicator is > 0.60. So it can be concluded that the Brand Image statement can be considered reliable.

Table 6. Service quality reliability test results

Item	Cronbach's Alpha	Description
X1.1	0,914	Reliabel
X1.2	0,914	Reliabel
X1.3	0,910	Reliabel
X1.4	0,910	Reliabel
X1.5	0,910	Reliabel
X1.6	0,910	Reliabel
X1.7	0,910	Reliabel
X1.8	0,913	Reliabel
X1.9	0,911	Reliabel
X1.10	0,912	Reliabel

Sumber: Data processed (2023).

Table 7. Brand image reliability test results

Item	Cronbach's Alpha	Description
X2.1	0,892	Reliabel
X2.2	0,885	Reliabel
X2.3	0,876	Reliabel
X2.4	0,876	Reliabel
X2.5	0,882	Reliabel
X2.6	0,876	Reliabel
X2.7	0,875	Reliabel
X2.8	0,880	Reliabel
X1.9	0,911	Reliabel
X1.10	0,912	Reliabel

Sumber: Data processed (2023).

Table 8. Customer trust reliability test result

Item	Cronbach's Alpha	Description
X3.1	0,855	Reliabel
X3.2	0,843	Reliabel
X3.3	0,845	Reliabel
X3.4	0,858	Reliabel
X3.5	0,862	Reliabel

Sumber: Data processed (2023).

Table 8 shows that the Cronbach's Alpha value of each Trust indicator is > 0.60. So it can be concluded that the Trust statement can be considered reliable.

Table 9 shows that the Cronbach's Alpha value of each Customer Satisfaction indicator is > 0.60. So it can be concluded that the Customer Satisfaction statement can be considered reliable.

Table 9. Customer satisfaction reliability test results

Item	Cronbach's Alpha	Description
Y1	0,850	Reliabel
Y2	0,846	Reliabel
Y3	0,844	Reliabel
Y4	0,860	Reliabel
Y5	0,856	Reliabel

Sumber: Data processed (2023).

Table 10. Customer loyalty reliability test results

Item	Cronbach's Alpha	Description
Z1	0,894	Reliabel
Z2	0,879	Reliabel
Z3	0,885	Reliabel
Z4	0,885	Reliabel
Z5	0,882	Reliabel
Z6	0,885	Reliabel

Sumber: Data processed (2023).

Table 10 shows that the Cronbach's Alpha value of each indicator of Customer Loyalty is > 1.60. So it can be concluded that the Customer Loyalty statement can be considered reliable.

Normality test

Normality is a method to determine whether data comes from a normally distributed population or is within a normal distribution (Nuryadi et al., 2017).

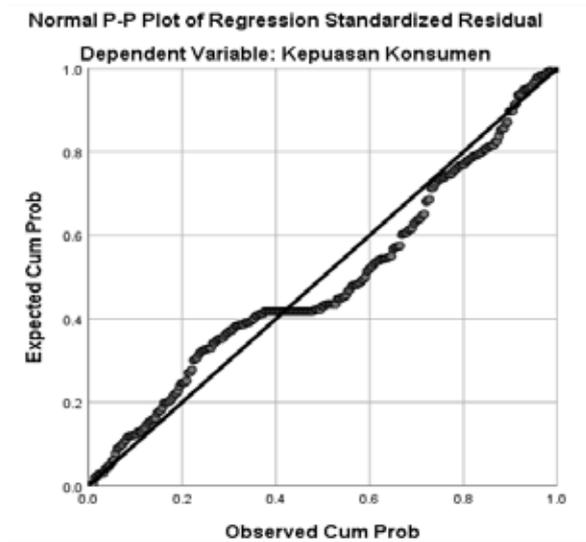


Figure 1. Normality test of service quality (X1), brand image (X2), customer trust (X3) effect on customer satisfaction (Y)

Based on Figure 1 PP Plot Structure above, it can be seen that the variables of Service Quality, Brand Image, Customer Trust related to Customer Satisfaction have indices that meet the assumptions of the normality test. The graph shows a normal graph, where the data is spread on the diagonal line and follows the direction of the diagonal line.

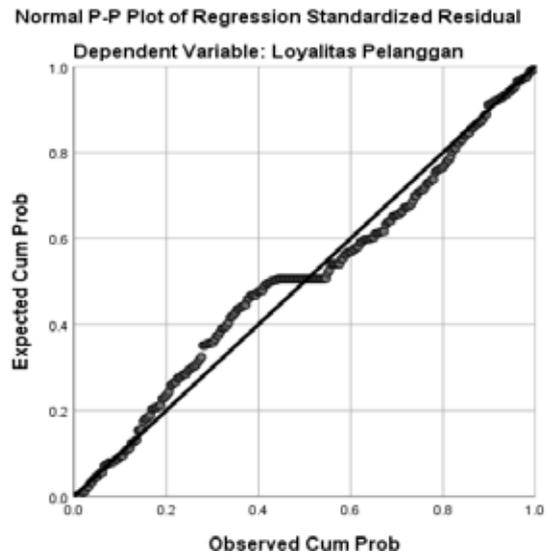


Figure 2. Normality test of service quality (X1), brand image (X2), customer trust (X3) customer satisfaction (Y) affects customer loyalty (Z)

Based on Figure 2 PP Plot Structure above, it can be explained that the variables of Service Quality, Brand Image, Customer Trust, Customer Satisfaction related to Customer Loyalty have indices that meet the assumptions of the normality test. The graph shows that the normal data is spread on the diagonal line and follows the direction of the diagonal line.

Autocorrelation test

Autocorrelation is the correlation between observed members sorted by time and location, a good regression model should be free from autocorrelation (Purnomo, 2016).

This test method uses the Durbin-Watson test (DW-Test).

Table 11. Autocorrelation test results service quality (X1), brand image (X2), customer trust (X3) affect customer satisfaction (Y)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.882 ^a	.778	.775	1.79900	1.948

a. Predictors: (Constant), Customer Trust, Service Quality, Brand Image

b. Dependent Variable: Customer Satisfaction

Table 12. Autocorrelation test results there is an influence on customer loyalty (Z) on service quality (X1), brand image (X2), customer trust (X3) through customer satisfaction (Y).

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.893 ^a	.798	.795	2.06334	1.983

a. Predictors: (Constant), Customer Satisfaction, Service Quality, Customer Trust, Brand Image

b. Dependent Variable: Customer loyalty

Based on table 11, it can be seen that this study has a Durbin-Watson value of 1.948 with $n = 270$ and $k = 5$, so that $dL = 1.77052$ and $dU = 1.83062$ are obtained. Then it is stated that: $d > dU$ means there is no positive autocorrelation. And $(4 - d) > dU$ then there is no negative autocorrelation.

Based on table 12, it can be seen that this study has a Durbin-Watson value of 1.948 with $n = 270$ and $k = 5$, so that $dL = 1.77052$ and dU

$= 1.83062$ are obtained. Thus: $d > dU$ means there is no positive autocorrelation. And $(4 - d) > dU$ means there is no negative autocorrelation.

Multiple linear regression test

Multiple regression is an analysis technique that involves more than two variables, namely two or more independent variables and one dependent variable (Sahir, 2021). This study has the following points:

Table 13. Regression test results service quality (X1), brand image (X2), consumer trust (X3) affect customer satisfaction (Y)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3010.907	3	1003.636	310.109	.000 ^b
Residual	860.881	266	3.236		
Total	3871.788	269			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Customer Trust, Service Quality, Brand Image

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficient		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	-.679	.594		-1.142	.255
	Service Quality	.126	.030	.235	4.228	.000
	Brand Image	.136	.040	.202	3.436	.001
	Customer Trust	.504	.051	.504	9.849	.000

a. Dependent Variable: Customer Satisfaction

From table 13 can be obtained:

- a. The regression coefficient value of Service Quality (X1) to Customer Satisfaction (Y) is 0.235.
- b. The regression coefficient value of Brand Image (X2) to Customer Satisfaction (Y) is 0.202
- c. The regression coefficient value of Consumer Trust (X3) Consumer Satisfaction (Y) is 0.504.

From table 14 can be obtained:

- a. The regression coefficient value Service Quality (X1) to Customer Loyalty (Z) is 0.223
- b. The regression coefficient value of Brand Image (X2) to Customer Loyalty (Z) is 0.074
- c. The regression coefficient value of Customer Trust (X3) to Customer Loyalty (Z) is 0.251
- d. The regression coefficient value of Customer Satisfaction (Y) to Customer Loyalty (Z) is 0.409

Table 14. Regression Test Results there is an influence on Customer Loyalty (Z) on Service Quality (X1), Brand Image (X2), Customer Trust (X3) through Customer Satisfaction (Y)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4459.693	4	1114.923	261.880	.000 ^b
Residual	1128.208	265	4.257		
Total	5587.901	269			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Satisfaction, Service Quality, Customer Trust, Brand Image

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficient		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	1.122	.683		1.641	.102
	Service Quality	.143	.035	.223	4.061	.000
	Brand Image	.060	.047	.074	1.283	.201
	Customer Trust	.302	.069	.251	4.403	.000
	Customer Loyalty	.492	.070	.405	6.993	.000

a. Dependent Variable: Customer Loyalty

DISCUSSION

The variable quality of service (X1) on customer satisfaction (Y) has a regression coefficient of 0.235 and is significant at a value of $0.000 < 0.05$. There is a small influence between the variable quality of service (X1) on customer satisfaction (Y) at PT Federal International Finance Danastra. The results of this study are in line with previous research conducted by (Amarin & Wijaksana, 2021) mentioned that improving the quality of good service will create a good level of customer satisfaction as well. Consumer satisfaction is obtained because financial services as a product of PT. Federal International Finance Danastra provide fast disbursement time to consumers so that consumers will feel satisfied and in accordance with expectations.

The Brand Image variable (X2) on Customer Satisfaction (Y) has a regression coefficient of 0.202 and is significant at a value of $0.001 < 0.05$. Founded a small influence between the brand image variable (X2) on customer satisfaction (Y). This shows that Brand Image (X2) has an influence on Customer Satisfaction (Y) according to previous research conducted by (Rahardjo & Yulianto, 2021). Factors that form customer satisfaction are feelings of pleasure and comfort when using the service because they assume that PT. Federal International Finance Danastra is a large company that has a good reputation.

The Customer trust variable (X3) on customer satisfaction (Y) has a regression coefficient of 0.504 and is significant at $0.000 < 0.05$. There is a moderate influence between the customer trust variable (X3) and customer satisfaction (Y) at PT. Federal International Finance Danastra. This shows that the Customer Trust Variable (X3) has an influence on Customer Satisfaction (Y), this is in accordance with previous research conducted by (Syarifuddin, 2021). Consumers see that employees of PT. Federal International Finance Danastra have good integrity values in providing services to consumers so that consumers feel proud and satisfied in using products or services from PT. Federal International Finance Danastra.

The service quality variable (X1) on customer loyalty (Z) has a regression coefficient of 0.223

and is significant at a value of $0.000 < 0.05$. There is a small influence between service quality variables (X1) on customer loyalty (Z) at PT Federal International Finance Danastra. This is supported by research conducted by (Istiyawari et al., 2021) that Service Quality (X1) affects Customer Loyalty (Z). Consumers consider that accessing the services of PT. Federal International Finance Danastra is very easy and fast so that consumers have a habit of consuming the services of PT. Federal International Finance Danastra more often than other companies.

The Brand Image variable (X2) on Customer Loyalty (Z) has a regression coefficient of 0.074 and is significant at a value of $0.000 < 0.05$. From these results it is concluded that there is no influence between brand image and customer loyalty. This is different from research which states that brand image influences customer loyalty (Octoriviano et al., 2022). The growth of financing institutions and fintech that conduct aggressive marketing with competitive brands and pricing makes customers willing to take financing with the lowest interest without looking at the company's brand.

The Customer Trust variable (X3) on Customer Loyalty (Z) has a regression coefficient of 0.251 and is significant at a value of $0.000 < 0.05$. There is a low influence between the Customer Trust variable (X3) on Customer Loyalty (Z) at PT Federal International Finance Danastra. The influence between these variables is supported by research that has been done before by (Momuat et al., 2021) which shows that Consumer Trust (X3) has a significant influence on Consumer Loyalty (Z). Consumers feel that employees of PT. Federal International Finance Danastra can be trusted because they act professionally in providing services to consumers so that consumers can recommend PT. Federal International Finance Danastra to friends and relatives who need financial services.

The indirect effect of service quality variables (X1) through customer satisfaction (Y) on customer loyalty (Z) at PT. Federal International Finance Danastra from the results of the Sobel test, it can be seen that the one-tailed probability

is 0.00015703 and the two-tailed probability is 0.00031407 < 0.05 . Concluded that there is an indirect effect of service quality (X1) through customer satisfaction (Y) on customer loyalty (Z). This is in accordance with previous research conducted by (Zahara, 2020) shows that consumers believe that the employees of PT. Federal International Finance Danastra have good credibility in services so that consumers will feel proud and satisfied in using the services. When customers need financial services, they will choose PT. Federal International Finance Danastra.

The indirect effect of brand image variables (X2) through customer satisfaction (Y) on customer loyalty (Z) at PT Federal International Finance Danastra. It can be seen from the results of the sobel test that the one-tailed probability of 0.00110847 and the two-tailed probability of 0.00221695 < 0.05 . It can be concluded that there is an indirect effect of brand image (X2) through customer satisfaction (Y) on customer loyalty (Z). From the results of this study, it is in accordance with previous research researched by (Ulfah et al., 2020) that the higher customer satisfaction caused by brand image can increase customer loyalty. The brand of PT. Federal International Finance Danastra is known to the public for providing good quality service and meeting consumer expectations so that consumers like the company.

The indirect effect of customer trust variables (X3) on customer loyalty (Z) through customer satisfaction (Y) PT. Federal International Finance Danastra. The results of the Sobel test show a one-tailed probability of 0.00000001 and a two-tailed probability of 0.00000001 < 0.05 . Based on the ninth hypothesis states that customer loyalty is indirectly influenced by customer trust built through customer satisfaction so it can be concluded that there is an indirect effect of customer trust (X3) through customer satisfaction (Y) on customer loyalty (Z). This is consistent with previous research conducted by (Abadi et al., 2020) that customer satisfaction can mediate the relationship between trust and customer loyalty. Employees of this company provide empathy

and attention to customers when using services so that consumers feel satisfied. When the service provided is of high quality, customers will use the services of PT. Federal International Finance Danastra more often.

Customer satisfaction (Y) has a moderate influence with an influence value of 0.409 and is significant at a value of $0.000 < 0.05$ on customer loyalty. This is in accordance with the research findings that customer satisfaction can be the foundation in achieving customer loyalty (Pertiwi et al., 2022). The cost factor charged by PT. Federal International Danastra to its customers is considered quite competitive so that customers choose this company in taking financing. In addition, because of its competitive costs, these customers also recommend to those closest to them when they need financing to take credit facilities at PT. Federal International Danastra.

Service quality variables (X1), brand image (X2), customer trust (X3) on customer satisfaction (Y) at PT. Federal International Finance Danastra there is a simultaneous influence has a regression coefficient of 0.882 has a significant value of $0.000 < 0.05$. It is said that there is a strong influence between service quality variables (X1), brand image (X2), customer trust (X3) on customer satisfaction (Y) at PT Federal International Finance Danastra. This is similar to previous research conducted by (Wulandari & Rakhman, 2022) because this shows that employees of PT. Federal International Finance Danastra provide services and respond quickly, creatively to requests or problems faced by consumers so that they feel happy when using the services. Employees of this company have good ethics in serving consumers so that consumers feel satisfied with the services provided by PT. Federal International Finance Danastra.

Service quality variables (X1), brand image (X2), customer trust (X3) through customer satisfaction (Y) to customer loyalty (Z) at PT. Federal International Finance Danastra there is a simultaneous influence which has a regression coefficient of 0.798 with a significant value of $0.000 < 0.05$. There is a strong influence between service quality variables (X1), brand image

(X2), customer trust (X3) through customer satisfaction (Y) on customer loyalty (Z) at PT. Federal International Finance Danastra. This result is supported by previous research which shows that if service quality, brand image, trust and customer satisfaction increase, then customer loyalty will also increase (Yani & Sugiyanto, 2022). The reason for the high level of customer loyalty is that PT Federal International Finance Danastra has employees with expertise, skills and knowledge to provide good customer service so that customers can get benefits and of course the company also gets a good reputation from customers. PT. Federal International Finance Danastra is a company that has experience and has good capabilities in providing services for financial services so that consumers feel proud and like the services provided by PT. Federal International Finance Danastra.

CONCLUSION

Based on the findings of this study PT Federal International Finance Danastra can conclude that service quality, brand image and trust have a significant influence on customer satisfaction and trust is the main variable that affects customer satisfaction. Service quality, brand image, trust, and customer satisfaction have a strong and significant effect on customer loyalty of PT Federal International Finance Danastra. There have been many studies discussing customer satisfaction and loyalty at PT. Federal International Finance Danastra. Other studies focus on one or two variables of consumer trust, brand image, or service quality, while this study integrates all three to provide a more holistic view. This study was conducted more specifically on FIF Group Danastra, which may differ from other studies that cover FIF Group more broadly.

In accordance with the results of research and the limitations of the author. First, to increase customer satisfaction and customer loyalty PT. Federal International Finance Danastra needs to provide training for its employees in order to provide services to consumers quickly, creatively to requests or problems faced by consumers. Second, the company is expected to continue to

focus on service quality, brand image, customer trust, and customer satisfaction because research shows that these things have a strong impact on customer loyalty. Finally, for future research, if the next researcher wants to develop this research further, it is hoped that the next researcher will include other variables into the research. This is done in order to find out more accurately the variables that are really a problem at PT. Federal International Finance Danastra.

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