



Effect of service quality against visitor loyalty through visitor satisfaction

ABSTRACT

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The success of a government's intention is to the satisfaction of the community about the service provided by the intense, the quality of service, satisfaction, and validity are important aspects that must be considered so that government institutions can be considered successful in serving the community. The purpose of this study was to determine the direct effect of service quality on visitor satisfaction and visitor loyalty and the influence of visitor satisfaction on visitor loyalty and the influence of service quality on visitor loyalty through visitor satisfaction. From this background, this research was carried out with the title "The Effect of Service Quality on Visitor Loyalty Through Visitor Satisfaction. (Study at Banyuwangi Public Service Mall, East Java) "

This study uses a quantitative approach, the sample in this study was 181 respondents. Data collection with questionnaires, interviews, and documentation. The data analysis technique used in this study is Partial Least Square (PLS).

From the results of the study showed that there is a direct effect of service quality on visitor satisfaction and visitor loyalty, there is a direct influence of visitor satisfaction on visitor loyalty and there is an indirect effect of service quality on visitor loyalty through visitor satisfaction at the Banyuwangi public service mall.

Keywords: Service Quality, Visitor Satisfaction, Visitor Loyalty

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INTRODUCTION

Service quality is a very important factor in an instance, the more satisfying the quality of service that is available will have a positive impact. One example of a good service quality model is from the Banyuwangi government, if the community wants to take care of licensing, it is centralized in one place, if compared to other regions that must be from one institution to another, of course, the service model provided by the Banyuwangi government makes it easier for the community, besides will bring the impact of community assessment on the Banyuwangi government to be better.

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Good quality of service will basically have a positive impact on the satisfaction felt by visitors, because the better the quality of service there is, of course, the more satisfied visitors. This is in line with the opinion of Lovelock et al (2010: 152) who say the low quality of service will put the company at a competitive disadvantage, potentially expelling dissatisfied customers. Besides that, visitor satisfaction is a very important factor because the level of visitor satisfaction is a factor that influences visitor loyalty. Rove et al (2017: 173) says customer satisfaction will increase business and create loyalty to customers.

However, some studies have shown that the quality of servants does not affect both head and loyalty, as research from Qomarlah (2012) concluded that the quality of service does not significantly influence student satisfaction and loyalty on campus (Muhammadiyah University in East Java), meaning the quality of service available does not affect satisfaction and loyalty. There is also research from Sukmawati & music (2015) which states that satisfaction also has no influence on loyalty at PT. Air Manado, which means that the satisfaction felt by consumers of PT. Air Manado does not have an impact on consumer loyalty towards PT. Air Manado.

Banyuwangi Regency is one of the regional administrations that make improvements in the public service sector, one of which is a public service mall where the public service mall has made it easier for the Banyuwangi community to take care of licensing because of the existence of this public service mall. the community feels satisfied, besides that, with the existence of this public service mall, the licensing process will be more efficient and transparent.

The head of the public Banyuwangi service mall Mr. Trisetia said that "this public service mall is one form of innovation from the Banyuwangi district government based on the Bupati's program, by imitating the model of public service from Baku, Azar Baizar is expected to be implemented later in Banyuwangi so that public services in Banyuwangi can be better, and it turns out that the Banyuwangi community appreciates the presence of this Banyuwangi public service mall, because the service is considered good so that people feel satisfied "(Interview on May 2, 2018)

Based on observations on March 5, 2018, there were 128 types of services or permits that could be carried out at Banyuwangi public service malls, including BPJS licensing, Tax services, NPWP, and others. In addition, mall public service innovations carried out by the Banyuwangi government also received a lot of appreciation, many figures from the central government and other regions who appreciated the service at the Banyuwangi public service mall. According to the head of the Banyuwangi public service mall, Mr. Trisetia said that "there are many comparative studies here, ranging from other regional governments to the central government institutions, many visits from national figures to the Banyuwangi public service mall and giving a positive assessment of the services here" (Interview on May 2, 2018)

LITERATURE REVIEW

Service quality

According to Laksana (2008: 88) the quality of service can be defined as: "The extent of discretionary customers 'expectations or desires and their perceptions", or it can be interpreted that the quality of service received by consumers is the magnitude of the difference between consumers' expectations or desires compared to their perceptions. Thus, quality is a key success factor for an organization or company, as stated by Welch in Kotler (2000: 56) "Quality is our best assurance of credibility, our strongest defense

against foreign competition, and the only path to sustained growth and earnings ", quality is our best guarantee for customer loyalty, our strongest defense in the face of existing/foreign competition, and the only way to lasting growth and income.

To determine the level of service quality according to Ramseook, Luke, Naido (2010) in the public service using the following indicators:

Tangibles

- Has the latest equipment
- Visually attractive physical facilities
- Employees dress well and neat in appearance
- Interesting visual material related to services

Reliability

- Show genuine interest in solving visitor problems
- Perform services correctly the first time
- Providing service at the promised time
- Rarely makes mistakes

Responsiveness

- Inform visitors when services will be carried out
- Offer fast services to visitors
- Always willing to help visitors
- Respond easily to visitor requests

Assurance

- Able to instill trust in visitors
- Visitors feel safe in their transactions
- Employees are polite at all times
- Have the knowledge to answer visitor questions

Empathy

- Have comfortable working hours for all
- Employees give personal attention to all
- Employees have customers with the best interests in their hearts
- Employees understand the needs of visitors

Satisfaction

Customer satisfaction, according to Tjiptono (2008: 24) states that: "customer satisfaction or dissatisfaction is the customer's response to perceived discrepancies / disconfirmations between previous expectations (or other performance norms) and actual product performance perceived after use". Whereas according to Engel & Miniard (1995: 45) is "post-purchase evaluation, which at least gives results (outcomes) equal or exceeds customer expectations. While dissatisfaction arises when the results obtained do not meet the expectations desired by the customer.

Determining the level of visitor satisfaction in the public service, according to Argus, Barker, Kundumpully (2007) can be measured using the following indicators.

1. Satisfied with the services provided by your agency
2. Satisfied with the services provided by your employees
3. Satisfied with the available queue time

Loyalty

Understanding loyalty has been put forward by marketing experts so far, in general loyalty is defined as continuous repurchase. According Oliver (1997) in Rivai et al (2017: 167) states that loyalty is a commitment that is held in-depth to buy or support a product

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or service that is preferred in the future, although the influence of the situation and marketing efforts has the potential to cause customers to switch. Whereas according to Kotler (2005: 18) states that customer loyalty is a repeat purchase made by a customer because of a commitment to a brand or company.

Indicators of visitor loyalty, according to Ismail et al (2006) can be measured by the following indicators.

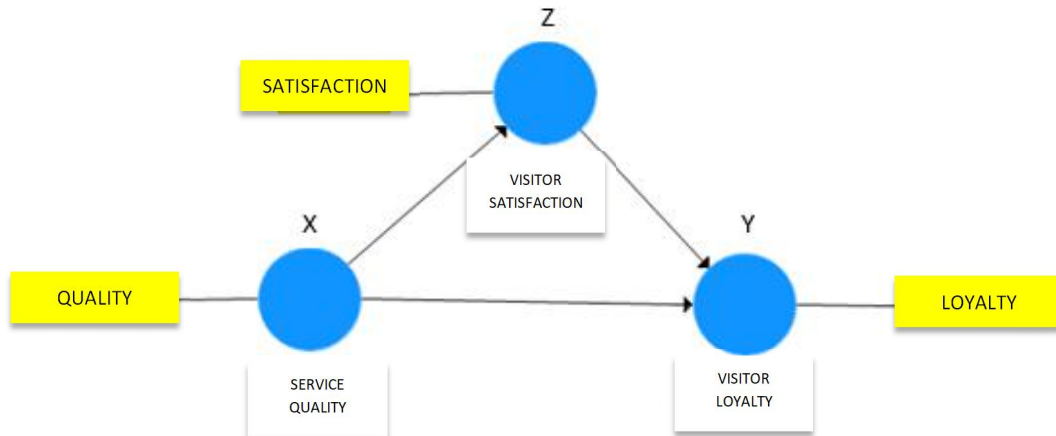
1. I say positive things about instance to others
2. I intend to continue to be an institutional client for a long time
3. I will encourage friends and family to use the services offered by agencies
4. For me, the agency is clearly able to provide the best service

METHOD

The type of research used in this study is quantitative. Research location in Banyuwangi Public Service Mall (Jl. Sritanjung No.1 Kepatihan, Banyuwangi District, Banyuwangi Regency, East Java 68411). The population in this study included all visitors in the Banyuwangi public mall (all Banyuwangi people) so that the population in this study was unlimited. The sample in this study uses a sampling technique using a formula from Lemeshow et al (1997: 2) as many as 18 people.

The primary data obtained in this study through the results of interviews with the Banyuwangi public service mall. While secondary data or primary data supporting data derived from books or literature relating to the object of research, especially books and literature relating to service quality, visitor satisfaction, loyalty, and public service malls.

Concept Model



Information:

X: independent variable

Z: Intervening variables

Y: Dependent variable

Hypothesis

H1: Service quality influences the customer satisfaction of the Banyuwangi Public Service Mall, East Java

H2: Customer satisfaction influences the customer loyalty of the Banyuwangi Public Service Mall, East Java

H3: Service quality directly affects the customer loyalty of the Banyuwangi Public Service Mall, East Java

H4: Service quality influences customer loyalty through customer satisfaction at the Banyuwangi Public Service Mall, East Java

Variable Operational Definition

The operational definition in this study, namely, for service quality variables have 20 indicators with 5 sub-variables as follows (Ramseook, Luke, Naidoo. 2010)

Tangibles:

1. Has the latest equipment
2. Physical facilities look attractive
3. Employees dress well and neatly
4. Equipment material looks attractive

Reliability:

1. Sincerely solve visitor problems
2. Do the service correctly the first time
3. Give service at the promised time
4. Rarely makes mistake

Responsiveness:

1. Inform customers when services will be carried out
2. Offering fast service to visitors
3. Willing to help visitors
4. Responding easily to visitor requests

Assurance:

1. Ability to instill trust in visitors
2. Visitors feel safe in service
3. Employees are polite at all times
4. Have the knowledge to answer customer questions

Empathy:

1. Have comfortable working hours for all
2. Employees give personal attention to all
3. Employees give a good impression
4. Employees understand customer needs

Whereas for the satisfaction variable consists of 3 indicators, namely. (Agus, Barker, Kundumpilly. 2007)

1. Satisfied with existing services
2. Satisfied with employee service
3. Satisfied with the queue time

For the loyalty variable itself has 4 indicators, namely. (Ismail et al. 2006)

1. Say positive things to others
2. Intend to continue to be a customer for a long time
3. Encourage friends and family to use the services
4. Able to provide the best service

RESULTS

Profile of the Banyuwangi Public Service Mall

The Banyuwangi's public service mall began officially on October 6, 2017, Banyuwangi's public service mall is one of the ways carried out by the Banyuwangi district government to improve the public services in Banyuwangi, so that it forms an integrated Banyuwangi public service mall of many services, Banyuwangi's public service mall is located at Jl. Sritanjung No.1 Kepatihan, Kec. Banyuwangi, Banyuwangi Regency, East Java 68411. In the Banyuwangi public service mall, there were 128 types of services or permits that could be done.

Description of Respondents' Answers

The results showed that a total of 181 respondents obtained information that the majority of respondents were men, as many as 95 people or about 52.5%. And the remaining women are 86 people or around 47.5%. Respondents aged 19 years and under were 77 people or 42, %, aged 20-15 years were 38 people or 21%, aged 26-30 years were 27 people or 14.9%, aged 31-35 years were 19 people or 10.5%, 36≥ years as many as 20 people or 11, %. The majority of the education level of visitors to the Banyuwangi public service mall is 118 people or 65.2%, elementary school 15 people or 8.3%, junior high school 17 people or 9.4%, Diploma 18 people or 9.9%, Bachelor 13 or 7.2%. The intensity of the visit from the shopping mall Pelayana Public Banyuwangi is once as many as 101 people or 55.8%, twice 45 people or 24.9%, three times 28 people or 15.5%, and others 7 people or 3.9 %. Respondents with PNS employment status were 9 people or 5%, private employees were 52 people or 28.7%, entrepreneurs were 31 people or 17.1%, students were 89 people or 49.2%. Mall visitors to Banyuwangi's public service are mostly unmarried, 97 people or 53.6%, married 74 people or 40.9%, and widows/widowers 10 or 5.5%. Visitors to Banyuwangi's public service mall are 1 million 76 people or 42%, 1-3 million 80 people or 44.2%, 3-5 million 19 people or 10.5%, and > 5 million 6 people or 3.3 %. The description of the dimensions of the Tangibles obtained results that the majority of respondents' answers to the statement items are agreed answers (S) with an average construct of 4.05525. The highest average item is 4.1713, which is item 3 "Banyuwangi public service mall employee is dressed politely and neatly" indicating that the respondent gives the highest assessment of the dimension of physical evidence through the statement of the item. While the average lowest item is 3.9834 which is item 4 "The equipment, material (such as table material, chair material) used to serve looks attractive".

The description of the results of the reliability dimension obtained results that the majority of respondents' answers to statement items are agreed answers (S) with an average construct of 3.8467. The highest average item is 4,0442, which is item 2 "The employee gives the service correctly (according to the procedure) from the beginning" shows the respondent gives the highest rating on the reliability dimension through the statement of the item. While the average lowest item is 3.5525 which is item 4 "Employees rarely make mistakes".

The description of the dimensions of responsiveness results obtained that the majority of respondents' answers to statement items are agreed with answers (S) with the average construct of 3.9337. The highest average item is 4.0055, which is item 3 "Employees are always willing to help visitors" indicating that the respondent gives the highest assessment of the responsiveness dimension through the itemized statement.

While the lowest item average is 3.8232 which is item 2 "Employees provide services quickly".

The results of the description of the assurance dimension obtained results that the majority of respondents' answers to the statement items are agreed answers (S) with the main construct of 3.9489. The highest average item is 4.1105, which is item 3 "Employees behave politely" shows the respondent gives the highest assessment of the guarantee dimension through the itemized statement. While the lowest average item is 3.7845, which is item 1 "Employees are able to instill trust in visitors".

Empathy dimension description results obtained that the majority of the respondent's answer to the statement item is the agreeing answer (S) with the average construct of 3.92265. The highest average item is 3.9779, which is item 3 "The employee gives a good impression in serving" shows that the respondent gives the highest assessment of the dimension of empathy through the statement of the item. While the lowest average item is 3,8453 which is item 4 "Employees understand each visitor's needs".

The results of the description of satisfaction variables obtained results that the majority of respondents' answers to statement items are agreed with answers (S) with an average construct of 3.7514. The highest average item is 3.8674, which is item 2 "Service provided by employers is satisfactory" shows the respondent gives the highest rating on the satisfaction variable through the statement of the item. While the average lowest item is 3.5525 which is item 1 "The service provided by the Banyuwangi public service mall is satisfying".

The results of the description of the loyalty variable obtained results that the majority of respondents' answers to statement items are agreed on answers (S) with an average construct of 3.976562. The highest average item is 4,0497, which is item 4 "For me, the Banyuwangi public service mall is able to provide the best service" shows the respondent gives the highest rating to the loyalty variable through the itemized statement. While the lowest average item is 3.9061 which is item 2 "I will continue to visit the Banyuwangi public service mall to take care of important letters and documents".

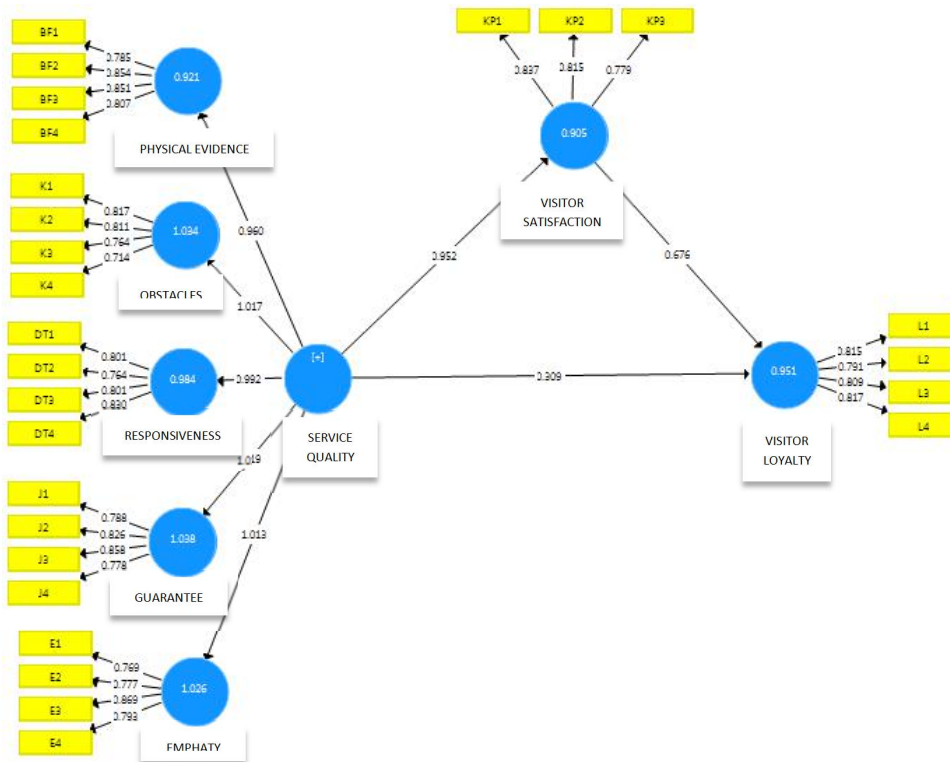
Model Evaluation

Measurement Model (Outer Model)

According to Ghozali (2015: 73) evaluation of the measurement model or outer model is done to assess the validity and reliability of the model in a study. Outer models with reflective indicator models can be done by evaluating convergent validity, discriminant validity, and reliability by calculating the composite reliability value and Cronbach's alpha. The following are the results of the measurement model.

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Model Evaluation



Source: Research Data Processed (May 2018)

a. Convergence validity

Convergence validity is one test that shows the relationship between reflective items and their latent variables. An indicator is said to meet when the value of the load factor is > 0.70 . The following are the results of convergent validity testing in this study.

Loading Factor Value

Variable	Indicator	Loading factor	Loading factor minimal	Information
Service quality	BF1	0,785	0,70	Valid
	BF2	0,854	0,70	Valid
	BF3	0,851	0,70	Valid
	BF4	0,807	0,70	Valid
	DT1	0,801	0,70	Valid
	DT2	0,764	0,70	Valid
	DT3	0,801	0,70	Valid
	DT4	0,830	0,70	Valid
	E1	0,769	0,70	Valid
	E2	0,777	0,70	Valid
	E3	0,869	0,70	Valid
	E4	0,793	0,70	Valid
	J1	0,788	0,70	Valid
	J2	0,826	0,70	Valid

	J3	0,85	0,70	Valid
	J4	0,778	0,70	Valid
	K1	0,817	0,70	Valid
	K2	0,811	0,70	Valid
	K3	0,764	0,70	Valid
	K4	0,714	0,70	Valid
Satisfaction	KP1	0,837	0,70	Valid
	KP2	0,815	0,70	Valid
	KP3	0,779	0,70	Valid
Loyalty	L1	0,815	0,70	Valid
	L2	0,791	0,70	Valid
	L3	0,809	0,70	Valid
	L4	0,817	0,70	Valid

Source: Research Data Processed (May 2018)

Based on the above table, the value of the loading factor produced by each variable indicator both service quality, satisfaction, and customer loyalty is more than 0.70. Thus these indicators are declared valid as a measure of the latent variables.

In addition to this method, to test the convergent validity of a variable can also be done by comparing the AVE value. If the AVE value is greater than 0.50, it can be concluded that the variable has good convergent validity. Here are the results of the AVE calculation of each variable.

Convergent Validity Average Variance Extracted (AVE) Value

	Average Variance Extracted (AVE)	Average Variance Extracted (AVE) Minimal	Information
Satisfaction	0,658	0,50	Valid
Service quality	0,606	0,50	Valid
Loyalty	0,653	0,50	Valid

Source: Research Data Processed (May 2018)

Based on the table above shows the AVE value of variable visitor satisfaction, service quality, and visitor loyalty is greater than 0.50, it can be concluded that the variable has good convergent validity.

b. Discriminant validity

The discriminant validity test aims to test whether the research instrument is valid in explaining or reflecting latent variables. Indicators can be said to meet if the gross value is > 0.70. More clearly the results of the discriminant validity test can be described as follows:

Cross Loading Value

	Tangibles	Responsiveness	Empathy	Assurance	Reliability	Satisfaction	Loyalty
BF1	0,785	0,695	0,664	0,693	0,709	0,599	0,686
BF2	0,854	0,701	0,742	0,782	0,797	0,717	0,778
BF3	0,851	0,735	0,726	0,772	0,791	0,758	0,782
BF4	0,807	0,676	0,715	0,710	0,745	0,703	0,716

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DT1	0,683	0,801	0,780	0,734	0,755	0,746	0,719
DT2	0,614	0,764	0,733	0,747	0,695	0,773	0,670
DT3	0,691	0,801	0,760	0,745	0,738	0,712	0,707
DT4	0,730	0,830	0,781	0,789	0,758	0,747	0,726
E1	0,678	0,713	0,769	0,762	0,743	0,710	0,714
E2	0,627	0,754	0,777	0,784	0,719	0,785	0,695
E3	0,786	0,824	0,869	0,862	0,846	0,835	0,793
E4	0,675	0,771	0,793	0,774	0,768	0,785	0,741
J1	0,679	0,757	0,778	0,788	0,769	0,739	0,771
J2	0,739	0,761	0,802	0,826	0,829	0,780	0,790
J3	0,773	0,839	0,847	0,858	0,844	0,827	0,835
J4	0,726	0,704	0,799	0,778	0,712	0,737	0,742
K1	0,744	0,789	0,772	0,798	0,817	0,725	0,761
K2	0,776	0,746	0,750	0,802	0,811	0,705	0,784
K3	0,688	0,681	0,760	0,746	0,764	0,726	0,724
K4	0,658	0,642	0,702	0,669	0,714	0,691	0,679
KP1	0,683	0,744	0,783	0,791	0,752	0,837	0,836
KP2	0,712	0,790	0,809	0,782	0,752	0,815	0,771
KP3	0,656	0,728	0,772	0,734	0,721	0,779	0,752
L1	0,740	0,712	0,731	0,775	0,766	0,799	0,815
L2	0,704	0,683	0,716	0,788	0,779	0,762	0,791
L3	0,717	0,700	0,761	0,777	0,769	0,787	0,809
L4	0,744	0,756	0,756	0,783	0,754	0,787	0,817

Source: Research Data Processed (May 2018)

The results of the discriminant validity test in the table above presents the results of cross loading calculation, which shows that the cross-loading value of each indicator of service quality, satisfaction, and customer loyalty values is above the cross-loading value of other latent variables, all values above the minimum threshold that are > 0.70, so that the research instrument is said to be valid discriminatively.

c. Reliability

Reliability evaluation can be done by looking at the composite reliability, value, and the Cronbach alpha value. A construct is said to be reliable if the composite reliability, value above 0.70 and the value of Cronbach's alpha is recommended above 0.70. The following can be seen the composite reliability value and the value of Cronbach's alpha in the table below.

Value of Composite Reliability and Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability	Cronbach's Alpha dan Composite Reliability Minimal	Information
Satisfaction	0,851	0,852	0,70	Reliabel
Service quality	0,968	0,968	0,70	Reliabel

Loyalty	0,882	0,883	0,70	Reliabel
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Source: Research Data Processed (May 2018)

Based on the results of testing the table above obtained variable reliability, reliability variable service quality of 0.968; visitor satisfaction variable is 0.852, and the customer loyalty variable is 0.883 greater than 0.70. While the value of Cronbach's alpha service quality variable is 0.968; satisfaction variable is 0.851, and the loyalty variable of 0.882 is greater than 0.7, meaning that the three variables analyzed have good composite reliability, because of the values above 0.70 for composite reliability and above 0.7 for Cronbach's alpha. So that further analysis can be done by examining by evaluating the structural model or inner model.

Structural Model (Inner Model)

After testing the outer model, the next step is to test the inner model. Inner model testing or structural model is done to see the relationship between constructs, significance values and R-square of the research model.

The PLS structural model evaluation begins by looking at the R-square of each dependent latent variable. The table below is the result of R-square estimates using PLS.

R Squares Testing Results

Variabel Endogen	Eksogen variable	R Square
Satisfaction	Service quality	0,905
Loyalty	Service quality, Satisfaction	0,951

Source: Research Data Processed (May 2018)

From the table above shows the R Square value for the visitor satisfaction variable is 0.905, this value indicates that 90.5% of the visitor satisfaction variables are influenced by the quality of service and the rest is influenced by other variables. While the R Square value for the Visitor Loyalty variable is 0.951, this value indicates that 95.1% of the Visitor Loyalty variable is influenced by service quality and visitor satisfaction while the rest is influenced by other variables, and is categorized as strong according to Chin, 1998 in (Ghozali. 2015: 81)

Besides that, the examination of other inner models can use the total determination coefficient (R2) which shows the structural model that is formed is able to represent the existing data. The results of the calculation of the total determination coefficient (R2) are as follows:

$$Q^2 = 1 - (1 - R_1^2) \times (1 - R_2^2)$$

$$Q^2 = 1 - (1 - 0,905) \times (1 - 0,951)$$

$$Q^2 = 1 - (0,095) \times (0,049)$$

$$Q^2 = 1 - 0,005$$

$$Q^2 = 0.995$$

Based on these calculations obtained a total determination coefficient of 0.995 means that the structural model formed from the endogenous construct (Service Quality, Visitor Satisfaction) is able to explain the magnitude of the endogenous construct variability (loyalty) of 99.5% and is included in the strong category according to Chin, 1998 in (Ghozali 2015: 81)

Hypothesis Testing Results

The testing of the structural relationship model is to explain the relationship between variables in the study. Structural model testing is carried out through to test. The basis used in testing hypotheses directly is the output of the image and the values contained in the output path coefficients and indirect effects. The following is a complete explanation of testing hypotheses:

Table 4.16
Direct and Indirect Relations

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Satisfaction -> Loyalty	0.317	0.317	0.068	4.655	0.000
Service quality -> Satisfaction	0.865	0.863	0.023	36.972	0.000
Service quality -> Loyalty	0.606	0.605	0.074	8.178	0.000
Service quality -> Satisfaction -> Loyalty	0.275	0.274	0.058	4.709	0.000

Source: Research Data Processed (May 2018)

In PLS statistically testing each relationship hypothesized is done using simulation. In this case, it is carried out with the sample bootstrapping method. Following are the results of the PLS bootstrapping analysis in this study:

- 1. Service Quality Affects Visitor Satisfaction**
The results of testing the first hypothesis that the effect of service quality on visitor satisfaction shows p-values of 0,000 and t-statistics of 36,972. The p-values value is 0,000 less than 0.05 and the t-statistics value is 36,972 greater than t-table 1.97. These results indicate that service quality has a positive and significant influence on visitor satisfaction. So the first hypothesis (H1) which states that service quality influences visitor loyalty is accepted. Visitor Satisfaction Affects Visitor Loyalty
- 2. Visitor Satisfaction Affects Visitor Loyalty**
The results of testing the second hypothesis, namely the effect of the visitor's head on visitor loyalty shows p-values of 0,000 and t-statistics of 4,655. The p-values value is 0,000 less than 0.05 and the t-statistics value is 4.655 greater than t-table 1.97. These results indicate that visitor satisfaction has a positive and significant influence on visitor loyalty. So the second hypothesis (H2) which states that visitor satisfaction influences visitor loyalty is accepted.
- 3. Service Quality Affects Visitor Loyalty**
The results of testing the third hypothesis, namely the effect of service quality on visitor loyalty shows p-values of 0,000 and t-statistics of 8,178. The value of p-values is 0,000 less than 0.05 and the t-statistic value is 8,178 greater than t-table 1.97. These results indicate that service quality has a positive and significant influence on visitor loyalty. So the third hypothesis (H3) which states that service quality influences visitor loyalty is accepted.

4. Service Quality Affects Visitor Loyalty Through Visitor Satisfaction

The results of the fourth hypothesis testing that is the effect of service quality on visitor loyalty through visitor satisfaction show p-values of 0,000 and t-statistics of 4,709. The p-values value is 0,000 less than 0.05 and the t-statistics value is 4.709 greater than t-table 1.97. These results indicate that service quality has a positive and significant influence on visitor loyalty through visitor satisfaction. So that the fourth hypothesis (H4) states that service quality influences visitor loyalty through visitor satisfaction.

DISCUSSION

In this discussion, there will be a discussion that aims to answer the problems that have been formulated previously. Furthermore, it will discuss the acceptance of the research hypothesis which is accompanied by facts or rejection of the research hypothesis accompanied by an explanation.

1. Effect of Service Quality on Visitor Satisfaction

The discussion of the effect of service quality on visitor satisfaction is to answer the formulation of the problem and the hypothesis that the quality of service directly affects visitor satisfaction.

Based on the model the inner analysis model shows that service quality significantly influences visitor satisfaction. This can be seen from the t-statistic acquisition value of 36,972 > t-table 1,96 and p-value of 0,000 < 0,05, so it can be said to have a significant effect. That is, if the better the quality of service, it will increase visitor satisfaction in the public service mall, and vice versa.

The significant influence of service quality on visitor satisfaction is supported by several research results. As well as research from Rezha, Rocmah, Siswidiyanto (2013), Omar & Hidayat (2016), and Gamma, Nur, Trisnawati (2015) who concluded that service quality significantly affected satisfaction.

The results of previous studies confirm that service quality has an influence on the satisfaction of visitors, therefore if the Banyuwangi public service mall wants visitors to feel satisfied with licensing and processing documents at the Banyuwangi public service mall, it is necessary to pay attention to and improve the existing service quality factors.

2. The influence of visitor's clarity on loyalty

The discussion of the effect of visitor satisfaction on visitor loyalty is to answer the formulation of the problem and the hypothesis that visitor satisfaction directly affects visitor loyalty.

Based on the model the inner analysis model shows that visitor satisfaction significantly influences visitor loyalty. This can be seen from the t-statistics acquisition value of 4,655 > t-table 1,96 and p-value of 0,000 < 0,05, so it can be said to have a significant effect. That is, if the better visitor satisfaction, the higher the level of visitor loyalty in the Banyuwangi public service mall, and vice versa.

The significant influence of service quality on visitor satisfaction is supported by several research results. Like research from Ben & Purwanti (2015), Yendra (2017), and Magdilana (2014) which concluded that satisfaction has a significant influence on loyalty.

The results of previous studies explain that visitor satisfaction has an influence on visitor loyalty, therefore if the Banyuwangi public service mall wants visitors to be

loyal, then the mall Banyuwangi public service must be able to satisfy visitor satisfaction so that visitor loyalty arises at the Banyuwangi public service mall.

3. Effect of service quality on loyalty

The discussion about the effect of service quality on visitor loyalty is to answer the formulation of the problem and the hypothesis that the quality of service directly affects visitor loyalty.

Based on the model inner analysis model shows that service quality significantly influences visitor loyalty. This can be seen from the t-statistic acquisition value of $8,178 > t\text{-table } 1,96$ and p-value of $0,000 < 0,05$, so it can be said to have a significant effect. That is if the better the quality of service, the higher the level of visitor loyalty in the public service mall, and vice versa.

The significant influence of service quality on visitor loyalty is supported by several research results. Among them are studies from Mariana (2014), Tigana (2012), and Asriana, Arifin, Hidayat (2015) which concluded that service quality significantly affects loyalty.

The results of previous studies explain that service quality has an influence on visitor loyalty, so if the Banyuwangi public service mall wants visitors to be loyal, then the mall, Banyuwangi public service, in addition to paying attention to visitor satisfaction also needs to pay attention to the quality of service in Banyuwangi public service mall.

4. Effect of service quality on visitor loyalty through visitor satisfaction

The discussion of the effect of visitor satisfaction on visitor loyalty through visitor satisfaction is to answer the formulation of the problem and the hypothesis that the quality of service has a direct effect on visitor loyalty through visitor satisfaction.

Based on the model inner analysis model shows that service quality mediated by visitor satisfaction has a significant effect on visitor loyalty. This can be seen from the t-statistics acquisition value of $4,709 > t\text{-table } 1,96$ and p-value of $0,000 < 0,05$, it can be said to have a significant effect. That is if the best service quality mediated by visitor satisfaction will have an impact on visitor loyalty in the Banyuwangi public service mall.

The significant influence of service quality mediated by visitor satisfaction on visitor loyalty is supported by several research results. Like, the research of Reza & Widyawati (2014), Askari, Rodiyah, Ngatno (2014), and Lutfi, Pradhanawati, Susanto (2013) concluded that there is a significant influence on the quality of service to loyalty through satisfaction. research from Reza & Widyawati (2014), Askari, Rodiyah, Ngatno (2014), and Lutfi, Pradhanawati, Susanto (2013) which concluded that there was a significant influence on the quality of service to loyalty through satisfaction.

The results of previous studies explain that service quality mediated by visitor satisfaction has an influence on visitor loyalty, therefore if the mall Banyuwangi public service needs to pay attention to the influence of service quality as well as visitor satisfaction because the quality of services mediated by visitor satisfaction has a significant impact on visitor loyalty Banyuwangi public service mall.

CONCLUSION

Based on the results and discussion of the research, it can be concluded that the following:

1. Service quality influences visitor satisfaction, meaning that the higher or better quality of service available in Banyuwangi public service mall, the better the visitor satisfaction will be.
2. The head of the visitor influences the loyalty of visitors, meaning that the more satisfied visitors in the Banyuwangi public service mall, the most loyal visitors will be.
3. Service quality influences visitor loyalty, meaning that if the better quality of service available at the Banyuwangi public service mall, the most loyal visitors to the Banyuwangi public service mall will be.
4. Service quality has an effect on loyalty through satisfaction, meaning that the quality of service in the mall Banyuwangi public services has an indirect effect on visitor loyalty through the satisfaction of visitors to the Banyuwangi public service mall.

Suggestion

1. Share the institution

- a. It is necessary to pay attention to the level of quality of service available in the Banyuwangi public service mall starting from the dimensions of physical evidence, reliability, responsiveness, assurance, and empathy because both, directly and indirectly, affect the satisfaction and loyalty of visitors.
- b. There needs to be an increase in equipment materials (such as table materials, chair materials) that are used to serve, upgrading employees so that they rarely make mistakes, upgrading employees so as to provide services quickly, upgrading employees so as to be able to instill trust in visitors, upgrading employees so they can understand every need visitors.
- c.

2. For Further Researchers

- a. Perform different testing of the effect of service quality variables on other variables.
- b. Use different indicators or approaches to test service quality, satisfaction, and loyalty.
- d. A more detailed study is needed in this study so that it can produce more valid and good evidence.

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