

Comparative Analysis of TopIndoku Resellers: Unveiling B2B Dynamics Between Kalimantan Barat and Beyond

Analisis Komparatif Reseller TopIndoku: Mengungkap Dinamika B2B Antara Kalimantan Barat dan Sekitarnya

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ABSTRACT

This research discusses the influence of service quality, customer satisfaction on loyalty of Topindoku resellers in West Kalimantan and outside West Kalimantan. This research also compared the responses of Topindoku resellers in West Kalimantan and outside West Kalimantan. This research uses quantitative methods with a survey approach. Data will be collected through the use of a questionnaire which will be distributed to Topindoku resellers in West Kalimantan and outside West Kalimantan. Data analysis will involve statistical techniques such as difference tests and path analysis to test the relationship between the variables studied. The results of the research show that there are differences in Service Quality responses between Topindoku resellers in West Kalimantan and outside West Kalimantan. However, there was no difference in Customer Satisfaction and Loyalty responses to Topindoku resellers in West Kalimantan and outside West Kalimantan. The results of service quality have a positive and significant effect on loyalty towards Topindoku resellers in West Kalimantan and outside West Kalimantan. Service quality has a positive and significant effect on customer satisfaction with Topindoku resellers in West Kalimantan and outside West Kalimantan. Customer satisfaction has a positive and significant effect on loyalty towards Topindoku resellers in West Kalimantan and outside West Kalimantan. Apart from that, customer satisfaction can act as a mediator between service quality and loyalty towards Topindoku resellers in West Kalimantan and outside West Kalimantan.

Keywords: Service Quality, Customer Satisfaction, Loyalty

ABSTRAK

Penelitian ini membahas tentang pengaruh kualitas pelayanan, kepuasan pelanggan terhadap loyalitas reseller Topindoku di Kalimantan Barat dan di luar Kalimantan Barat. Penelitian ini juga membandingkan tanggapan reseller Topindoku di Kalimantan Barat dan di luar Kalimantan Barat. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Data akan dikumpulkan melalui penggunaan kuesioner yang akan disebarluaskan kepada reseller Topindoku di Kalimantan Barat dan di luar Kalimantan Barat. Analisis data akan menggunakan teknik statistik seperti uji beda dan analisis jalur untuk menguji hubungan antar variabel yang diteliti. Hasil penelitian menunjukkan bahwa terdapat perbedaan respon Service Quality antara reseller Topindoku di Kalimantan Barat dan di luar Kalimantan Barat. Namun, tidak terdapat perbedaan tanggapan Kepuasan dan Loyalitas Pelanggan pada reseller Topindoku di Kalimantan Barat dan luar Kalimantan Barat. Hasil kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pada reseller Topindoku di Kalimantan Barat dan luar Kalimantan Barat. Kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada reseller Topindoku di Kalimantan Barat dan luar Kalimantan Barat. Kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pada reseller Topindoku di Kalimantan Barat dan luar Kalimantan Barat. Selain itu, kepuasan pelanggan dapat berperan sebagai mediator antara kualitas pelayanan terhadap loyalitas terhadap reseller Topindoku di Kalimantan Barat dan di luar Kalimantan Barat.

Kata Kunci: Kualitas Layanan, Kepuasan Pelanggan, Loyalitas

1. Introduction

In the contemporary digital era, businesses are increasingly adopting the Business-to-Business (B2B) model, involving agents or resellers as strategic partners for the distribution of products and services (Johnston, 2020). Topindoku, an e-commerce company operating in Indonesia, relies on a B2B system and employs agents or resellers to expand market reach. Despite significant growth from 2018 to 2021, Topindoku experienced a decline in sales, resellers, and transactions in 2022. The provided data from January 2022 to June 2023 illustrates a notable difference between Kalimantan Barat (Kalbar) and locations outside Kalimantan Barat (Luar Kalbar), with the latter showing over 10 times more resellers, sales, and transactions. The

contextual differences between Topindoku's agents or resellers in Kalimantan Barat and Luar Kalimantan Barat can be attributed to geographical, cultural, infrastructural, and market characteristic factors (Kotler et al., 2021). In the B2B context, understanding the impact of service quality on customer loyalty is crucial. High service quality enhances customer satisfaction (Fornell et al., 2020), influencing future purchases (Khoerunisa and Vikaliana, 2022). Therefore, the quality of service provided by Topindoku's agents or resellers in both regions becomes a critical factor affecting customer satisfaction and loyalty.

Customer satisfaction acts as an intervening variable between service quality and loyalty, emphasizing the importance of consistently delivering high-quality services (Kusuma, 2018). This study aims to compare Topindoku's agents or resellers in Kalimantan Barat and Luar Kalimantan Barat in a B2B context, focusing on how service quality influences customer satisfaction and loyalty, considering satisfaction as an intervening variable. The comparative study seeks to identify contextual differences, assess service quality variations, and explore the mediating role of customer satisfaction between service quality and loyalty. The findings aim to deepen understanding of the B2B dynamics in different regions, providing practical insights for optimizing service quality and enhancing customer satisfaction and loyalty.

2. Literature Review

Business-to-Business (B2B) marketing is a form of e-business that involves the interconnection of activities between companies. In this digital era, fostering collaboration and synergy among vendors and companies is crucial, leading to intense competition. B2B transactions focus on selling products or services to other businesses, which, in turn, incorporate them into their production or operational processes. Effective B2B marketing, according to Aripin (2021), involves six strategies: market segmentation research, creating a company website, optimizing the website with SEO, employing copywriting for content creation, implementing social media marketing, and utilizing advertising. These strategies aim to enhance brand awareness, attract prospects, and drive sales. Embracing digital tools, conducting market research, and optimizing online presence contribute to creating relevant and effective marketing campaigns in the B2B context.

Quality is a key factor for service providers navigating the competitive landscape. Achieving customer satisfaction is the primary goal for service providers, necessitating continuous innovation and improvement in service quality. According to Wulandari & Marlana (2020), service quality is defined as the effort to meet customer needs and expectations, emphasizing the alignment between perceived service and customer expectations. In a competitive business environment, quality significantly determines a company's sustainability. It involves the combination of product characteristics that support its ability to meet predefined or expected needs. Service, on the other hand, refers to activities or actions occurring through direct interaction, aiming to satisfy customers. Quality of service is crucial in meeting customer needs, maintaining customer satisfaction, and sustaining a company's existence amid fierce industry competition. The six main principles contributing to sustained service quality improvement, as identified by Wolkins (2020), include leadership, education, planning, review processes, communication, and recognition and rewards. These principles are essential for creating and maintaining an environment conducive to continuous quality improvement.

Customer satisfaction is a continuous, recurring process where individuals repeatedly visit a particular place to fulfill their desires by obtaining a product or service and paying for it. Achieving customer satisfaction is the primary objective of every company. It involves assessing an individual's perception of a product's performance by comparing it with their expectations. Factors influencing customer satisfaction, as identified by Adhari (2021), include product quality, service quality, emotional factors, price, and product accessibility and affordability. Monitoring customer satisfaction indicators, such as word-of-mouth recommendations, overall satisfaction

levels, and repeat purchase behaviors, allows companies to understand customer satisfaction levels. This understanding, in turn, enables companies to take steps to enhance the customer experience, foster loyalty, and expand their customer base.

Customer loyalty is characterized by a positive attitude towards a brand, commitment to that brand, and the intention to continue purchasing in the future. It involves the desire to return for future purchases, even when marketing efforts and circumstances may lead to changes in consumer behavior. Repeat purchase, retention, and referrals are key indicators of customer loyalty. Enhancing these indicators requires providing high-quality products and services, satisfying customer needs, delivering exceptional customer service, and creating unique and enjoyable customer experiences. Customer loyalty is not instantaneous but develops over time through learning and positive customer experiences. Therefore, understanding and fostering loyalty are crucial aspects for a company's sustained success in a competitive market.

The empirical studies presented provide insights into the impact of various factors on customer loyalty in different contexts. Researchers such as Khoerunisa and Vikaliana (2022), Kusuma (2018), Wati et al. (2020), Agiesta et al. (2021), and others have explored the relationships between service quality, customer satisfaction, and loyalty. Findings indicate that service quality significantly influences customer satisfaction and loyalty, with some studies emphasizing the mediating role of customer satisfaction. Additionally, the influence of factors like e-service quality, e-trust, and company image on e-customer loyalty has been investigated in the context of digital platforms like Gopay (Rahmawaty et al., 2023). The conceptual framework and hypotheses for the current research involve exploring differences in the perceptions of service quality, satisfaction, and loyalty among Topindoku resellers in Kalimantan Barat (Kalbar) and those outside Kalbar. The study aims to consider factors such as customer expectations, culture, demographics, product or service adaptation, and market competitiveness in understanding these differences. The analysis will also evaluate loyalty programs, emotional bonds, and pricing factors influencing loyalty among the resellers. The hypotheses include expectations of differences in service quality, satisfaction, and loyalty between Kalbar and non-Kalbar resellers. Furthermore, the research framework considers the relationships between service quality, satisfaction, and loyalty. Based on previous studies, it is hypothesized that service quality positively and significantly influences both customer satisfaction and loyalty (H2 and H3). Additionally, the positive and significant impact of customer satisfaction on loyalty is hypothesized (H4). The study also proposes that service quality has a positive and significant influence on loyalty through customer satisfaction as an intervening variable (H5).

3. Research Methods

This research employs an associative-causal method with a quantitative approach, specifically focusing on the impact of Topindoku's service quality on customer loyalty, considering customer satisfaction as an intervening variable. The chosen quantitative method facilitates a clear framework and measurable data analysis, aligning with the research questions. Data will be collected through a questionnaire distributed to Topindoku agents in Kalimantan Barat and beyond, aiming to explore customer perceptions of service quality, satisfaction levels, and potential loyalty resulting from their experiences with the company. The study's time frame spans one year, allowing for comprehensive data collection and analysis to understand the influence of Topindoku's service quality on loyalty. The questionnaire development involves identifying relevant variables based on the conceptual framework, ensuring clarity and objectivity. Expert validation ensures the questionnaire's reliability and validity. Data collection relies on both primary and secondary sources. Primary data, obtained directly from respondents through the questionnaire, serves as the original dataset for analyzing the relationships between service quality, customer satisfaction, and loyalty. Secondary data, gathered from sources like

journals and websites, enriches the study context. The research population comprises Topindoku agents in Kalimantan Barat and beyond, with a purposive sampling technique applied to select participants meeting specific criteria. Selection criteria include active engagement, a minimum 6-month collaboration, and adequate business experience. The Cochran formula guides the determination of the minimum sample size, resulting in 108 respondents for both Kalimantan Barat and other regions, totaling 216 respondents for the study. This methodological approach aims to provide valuable insights for Topindoku, informing strategies to enhance customer satisfaction and strengthen loyalty for sustainable growth.

In measuring the variables, a questionnaire will be distributed to active Topindoku users, asking them to assess each indicator on a Likert scale, typically ranging from 1 to 5, where 1 indicates low levels and 5 indicates high levels. The collected data will be statistically analyzed to examine the relationships between the variables. The research involves independent, dependent, and intervening variables. The independent variable is the Service Quality, representing the quality of services provided by Topindoku to resellers in Kalimantan Barat and beyond, encompassing aspects such as user experience, system reliability, responsiveness to customer requests, and the ease of using the application. The intervening variable, Customer Satisfaction, gauges the satisfaction level of resellers in Kalimantan Barat and beyond with Topindoku's services, influenced by their perceptions of service quality and their experiences with the application. The dependent variable, Loyalty, reflects the loyalty level of resellers in Kalimantan Barat and beyond in making repeat purchases through Topindoku, influenced by customer satisfaction and their overall satisfaction with the provided services. The data analysis comprises two hypothesis testing methods. The first hypothesis is tested using an independent sample t-test, examining whether two unrelated groups have significantly different averages. The second, third, fourth, and fifth hypotheses are evaluated using Partial Least Square Structural Equation Modeling (PLS-SEM). PLS-SEM, specifically SmartPLS 3.0, is chosen for its ability to handle relationships lacking a theoretical basis and for hypothesis testing and confirmation. The measurement model involves assessing validity and reliability through loading factors, average variance extraction (AVE), composite reliability, and Cronbach's alpha. The structural model evaluates the direct and indirect effects, with direct effects analyzed by examining path coefficients using t-tests, and indirect effects calculated by multiplying path coefficients through mediating variables. The analysis involves assessing the R-square values, determining the strength of the relationships between exogenous and endogenous variables. The hypothesis testing is based on T-statistic values and P-values, with a significance threshold of T-statistic > 1.96 and P-value < 0.05. The study employs SPSS 23 for the independent sample t-test and SmartPLS 3.0 for PLS-SEM, ensuring a comprehensive and rigorous analysis of the research hypotheses.

4. Results and Discussions

The results of testing the first hypothesis using the Independent Sample T-Test are as shown in Table 1 below.

Table 1. Independent Sample T-Test Results

	Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval	
	F	Sig.	t	df	Sig. (2 tailed)	Mean Dif	Std. Error Dif	Lower	Upper
KUPE (Service Quality)	4.650	.032	11.354	351	.000	4.580	.40344	3.78719	5.37411
			11.407	350.069	.000	4.580	.40158	3.79084	5.37046
LYP	.002	.967	.082	351	.934	.0147	.17971	-.33866	.36823

(Loyalty)		.082	348.694	.934	.0147	.17976	-.33876	.36833	
KEPE	.014	.905	.208	351	.836	.0362	.17438	-.30673	.37918
(Satisfaction)		.208	348.575	.836	.0362	.17444	-.30686	.37931	

Hypothesis 1: There are differences in responses regarding service quality, customer satisfaction, and customer loyalty. The t-test results reveal a significance value of 0.032 for service quality, where $p < 0.05$, indicating acceptance of hypothesis 1a. This suggests differences in service quality between Kalimantan Barat and Luar Kalimantan Barat. However, for customer satisfaction, the significance value is 0.967 ($p > 0.05$), leading to the rejection of hypothesis 1b. Consequently, there is no significant difference in customer satisfaction between the two regions. Similarly, for customer loyalty, the significance value is 0.905 ($p > 0.05$), resulting in the rejection of hypothesis 1c. This implies no significant difference in customer loyalty between Kalimantan Barat and Luar Kalimantan Barat.

Table 2. Influence Hypothesis Testing Results (H2, H3, H4)

Kalimantan Barat Respondent's						
	Original Sample (O)	Sample Mean (M)	STDEV	T-Statistics	P-Values	Conclusion
KEPE -> LYP	0.473	0.475	0.072	6.544	0.000	Accepted
KUPE -> KEPE	0.804	0.799	0.047	17.163	0.000	Accepted
KUPE -> LYP	0.435	0.432	0.075	5.768	0.000	Accepted
KUPE -> KEPE -> LYP	0.380	0.380	0.064	5.959	0.000	Accepted
Luar Kalimantan Barat Respondent's						
KEPE -> LYP	0.419	0.423	0.078	5.387	0.000	Accepted
KUPE -> KEPE	0.754	0.759	0.04	18.917	0.000	Accepted
KUPE -> LYP	0.513	0.509	0.076	6.724	0.000	Accepted
KUPE -> KEPE -> LYP	0.316	0.321	0.062	5.085	0.000	Accepted

From the path coefficients above, the original sample values, p-values, or t-statistics serve as references for deciding whether to accept or reject the hypotheses. A hypothesis is accepted if the t-statistics value is greater than the t-table value or if the p-value is less than 0.05. Hypothesis 2: Service Quality Influences Customer Loyalty The t-statistic for the path coefficient of Service Quality to Customer Loyalty in respondents from West Kalimantan is 6.544, which is greater than the t-table value (1.98), and the p-value is 0.0000 (< 0.05). This indicates a significant positive influence of Service Quality on Customer Loyalty, supporting the acceptance of Hypothesis 2 in West Kalimantan. Similar findings are observed in respondents from Outside West Kalimantan, with a t-statistic of 5.387 (> 1.98) and a p-value of 0.0000 (< 0.05), supporting the acceptance of Hypothesis 2 in this region as well. Hypothesis 3: Service Quality Influences Customer Satisfaction The t-statistic for the path coefficient of Service Quality to Customer Satisfaction in respondents from West Kalimantan is 17.163 (> 1.98), with a p-value of 0.0000 (< 0.05). Similarly, in respondents from Outside West Kalimantan, the t-statistic is 18.917 (> 1.98), and the p-value is 0.0000 (< 0.05). These results indicate a significant positive influence of Service Quality on Customer Satisfaction, supporting the acceptance of Hypothesis 3 in both regions. Hypothesis 4: Customer Satisfaction Influences Customer Loyalty In respondents from West Kalimantan, the t-statistic for the path coefficient of Customer Satisfaction to Customer Loyalty is 5.768 (> 1.98), with a p-value of 0.0000 (< 0.05), indicating a significant positive influence and supporting the acceptance of Hypothesis 4. A similar trend is observed in respondents from Outside West Kalimantan, with a t-statistic of 6.724 (> 1.98) and a p-value of 0.0000 (< 0.05), supporting the acceptance of Hypothesis 4 in this region as well. Hypothesis 5: Service Quality Influences Customer Loyalty Through Customer Satisfaction as an Intervening Variable. The t-statistic for the path coefficient of Service Quality influencing Customer Loyalty through

Customer Satisfaction as an intervening variable is 5.959 (> 1.98) in West Kalimantan and 5.085 (> 1.98) Outside West Kalimantan. Both regions show a p-value of 0.0000 (< 0.05), indicating a significant positive influence and supporting the acceptance of Hypothesis 5 in both regions. This suggests that Service Quality not only directly influences Customer Loyalty but also indirectly through the mediating effect of Customer Satisfaction.

The study aimed to discuss the hypothesis analysis results regarding the differences in responses to service quality, customer satisfaction, and customer loyalty between the regions of West Kalimantan and Outside West Kalimantan. The findings revealed a significant difference in service quality between the two regions, as indicated by the acceptance of hypothesis 1a. However, there were no significant differences in customer satisfaction and loyalty between the regions, as hypotheses 1b and 1c were rejected. This suggests that despite variations in service quality standards, other factors may contribute to customer satisfaction and loyalty, emphasizing the complexity of customer behavior influenced by local contexts. Moving on to the hypotheses related to the influence of service quality on customer satisfaction and loyalty, the study found that service quality significantly influenced both customer satisfaction and loyalty in both West Kalimantan and Outside West Kalimantan. The acceptance of hypotheses 2, 3, and 5 suggests that enhancing service quality positively impacts customer satisfaction and loyalty, with customer satisfaction mediating the relationship. These findings align with previous studies, emphasizing the importance of consistent efforts to improve service quality for businesses aiming to enhance customer satisfaction and loyalty. The study concludes that understanding the intricate dynamics of service quality, customer satisfaction, and loyalty is crucial for businesses to thrive in a competitive landscape, requiring a focus on local contexts and continuous improvement strategies.

5. Conclusion

In conclusion, the research findings provide valuable insights into the relationship between service quality, customer satisfaction, and loyalty among Topindoku agents or resellers in West Kalimantan and Outside West Kalimantan. While significant differences in service quality were observed between the two regions, there were no notable distinctions in customer satisfaction and loyalty. The study affirms the positive and significant impact of service quality on both customer satisfaction and loyalty in both regions. Moreover, customer satisfaction was found to positively influence loyalty. The mediating role of customer satisfaction in the relationship between service quality and loyalty was also supported. Recommendations for future research include expanding the sample size, conducting more in-depth data analysis, considering external factors, and addressing the limitations related to sample characteristics and data collection methods. Despite these limitations, the study contributes valuable insights for businesses, emphasizing the importance of continuous efforts to enhance service quality for fostering customer satisfaction and loyalty.

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