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Strategy to Improve Customer Loyalty Sumut Link in an Effort to Improve Fee-Based Income of PT Bank Sumut

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Abstract

The development of branchless banking / Sumut link services relies on agents who act as the spearhead in banking services to customers or the public in general. These agents directly target customers at the most basic level in society. They market and serve all banking transaction features available on the application. Marketing Strategy and Product Quality will be factors in the success of branchless banking. Marketing Strategy and Product Quality are essential elements that influence agents in marketing or using Sumut Link. This research paper investigates Strategy To Improve Customer Loyalty Using Sumut Link In An Effort To Improve Fee-Based Income Of Pt Bank Sumut. This study uses a quantitative survey, with a population of all Sumut Link agents. The sample used is an active agent who is willing to be a respondent. The sample in this study was taken using the non-probability sampling method. The analysis was carried out using the bootstrapping method with SmartPLS 4.0. The results of the study show that marketing strategy has an influence on Satisfaction and Loyalty with a p -value < 0.05 . Product quality only affects Satisfaction but does not affect Loyalty with a p -value of 0.915. Satisfaction does not significantly mediate the indirect effect of product quality on Loyalty with a path coefficient (0.172) and p -value (0.051). Satisfaction significantly mediates the indirect effect of product quality on Loyalty with a path coefficient (0.161) and p -value (0.025), with a structural level classified as a moderate influence ($\text{upsilon } v = 0.026$).

Keywords: Branchless banking; Customer Satisfaction; Sumut Link; Marketing Strategy; Product Quality

1. Introduction

As one of the drivers of the regional economy, Bank Sumut's role is considered important in increasing the growth and development of MSMEs, especially in the North Sumatra Province. Where Bank Sumut has the responsibility to participate in increasing MSMEs by providing simple, easy-to-understand financial products that are in accordance with the needs of people who have not been able to access financial services. In addition, it also facilitates community economic activities so as to encourage economic growth and equitable development between regions in Indonesia, especially between villages and cities.

According to the 2019 Financial Services Authority (OJK) report, 35 banks have implemented the Laku Pandai agent program or office-free financial services. This number includes at least 1.5 million agents consisting of 1,507,463 individual agents and 17,208 business agents. Distribution of Laku Pandai users throughout the provinces of Indonesia. Based on a report from the Information Technology Division of PT Bank Sumut, the growth of Laku Pandai agents registered on the Sumut Link application can be seen in Table 1.

Table 1. Growth of Laku Pandai agents and transactions at Bank Sumut

Years	Number of Agents				Transaction Nominal	Number of Transactions
	Registered	Active	Passive	Block		
2020	30	23	7	-	156.010,00	21
2021	235	195	40	-	1.253.275.523,00	6.497
2022	1.181	1.052	128	1	42.825.987.260,00	259.555
2023	22	20	2	-	77.180.539.014,00	143,701
2024	127	83	44	-	68.472.745.402,40	109.456

The ratio of the number of agents from Sumut Link and the total number of Laku Pandai agents in North Sumatra Province is only around 0.000287%. Financially, it was reported that the total number of Basic Saving Account (BSA) customers served was 30,205,191 people with a total nominal savings of IDR 1.31 trillion. In 2024, Bank Sumut recorded the number of transactions in Sumut Link as many as 12,749 with a nominal value of IDR 5,651,795,906. In comparison, with other banks providing Laku Pandai services such as BRI with BRILink, 796.8 thousand registered agents with 285 million financial transactions, with a nominal amount of IDR 395.4 trillion. PT Bank Negara Indonesia Tbk (BNI) stated that the number of agents had reached 194 thousand agents with a transaction volume recorded as of March 2024 reaching IDR 11.13 trillion.

Consumer Loyalty to a product or service offered by a company that is reflected in consumer habits in making continuous purchases of goods or services must always be considered by the company or producer. For companies, consumer Loyalty can provide high value for customer care initiatives, namely it is easier and cheaper to retain key customers, than to attract new customers whose Loyalty has not been proven. Thus, companies need to observe consumer Loyalty in order to meet consumer desires and needs and achieve the goals of a company. "Loyalty is consumer Loyalty to a product or service continuously, this habit is motivated so that it is difficult to change and is often rooted in very high involvement" (Engel et al. 2011).

According to Griffin, 2005: "A customer is said to be loyal if the customer shows regular purchasing behavior or there is a condition that requires the customer to buy at least twice in a certain time interval." Efforts to provide customer Satisfaction are made to influence customer attitudes, while the concept of Customer Loyalty is more related to customer behavior than customer attitudes.

"Consumer Loyalty is a customer's deep commitment to re-subscribe or repurchase selected products or services consistently in the future, even though the influence of situations and marketing efforts have the potential to cause behavioral changes" (Arnould et al. 2011).

"Consumers with high Loyalty will tell others about the advantages and quality of the service and often provide suggestions to use the services provided to consumers" (Fullerton et al., 2011).

Based on Sumut Link transaction data from the Bank Sumut Information Technology Division, it shows that there has been a decrease in the number of transactions. In 2023 there was a decrease of 44.64% from transactions in 2022 and a decrease of 23.83% in 2024.

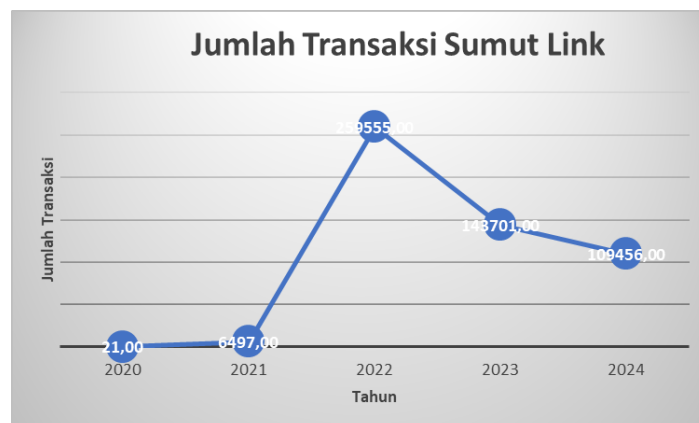


Figure 1. Sumut Link Transactions

2. Literature Review

2.1. Fee-Based Income

Fee-Based Income is a type of non-interest bank operating income. There are several elements of income that are included in Fee-Based Income, namely income from foreign exchange or foreign exchange transactions, income obtained from provisions and commissions, and other operating income.

The profit obtained from transactions provided in other bank services is called Fee-Based income (Pohan et al.2021). Fee-Based income according to Niu & Hasan, (2019) is the profit obtained from transactions provided in other bank services or other than spread based.

Fee-Based Income is part of other activities carried out by banks besides collecting and distributing money. The goal is to support and facilitate the two main activities (Kasmir, 2017). The primary income of various banks in Indonesia still tends to come from credit interest income. Fee-Based Income is an effort by banks to seek other income outside of credit interest income, one of which is from income from providing various services to its customers (Widjanarko, 2007).the side of it in the main body of the text. However, if three images fit next to each other, these may be placed next to each other to save space.

2.2. Laku Pandai

Laku Pandai is an abbreviation of Branchless Financial Services in the Framework of Inclusive Finance, which is one of the bank's programs to provide banking services and/or other financial services through cooperation with other parties (bank agents) and supported by the use of information technology facilities (OJK, 2015).

Meanwhile, according to POJK Number 19/POJK.03/2014, the definition of Laku Pandai (Branchless Financial Services in the Framework of Inclusive Finance) hereinafter referred to as Laku Pandai is the activity of providing banking services and/or other financial services that are carried out not through an office network, but through cooperation with other parties and need to be supported by the use of information technology facilities.

Branchless Banking is the latest non-conventional banking service innovation, launched to improve financial services to the community, especially the lower class or people living in remote villages, without going through a physical bank office (Yuliati, 2017).

2.3. Quality

According to Garvin (2010: "quality is a dynamic condition related to products, people or workers, processes and tasks, and the environment that meets or exceeds customer expectations." According to Laksana (2010:): "Quality consists of several product features that meet customer desires and thus provide Satisfaction with the use of the product."

Product Quality Indicators According to Kotler and Keller (2016:392) Explain that there are several indicators of product quality, including:

1. Performance: performance is a fundamental feature of the core product defined as the appearance of the real product. Product performance reflects how a product is presented to consumers. A product is said to work well if it meets expectations.
2. Durability Reflects the economic life of the product. Includes technical life and economic life. The greater the frequency of product use, the greater the durability of the product.
3. Product characteristics (features). Privilege is a secondary or complementary feature, which can be defined as the completeness of the attributes in the product. At some point, the performance of each brand is almost the same, but the difference lies in its functionality. This also resulting in consumer expectations for relatively homogeneous performance dimensions and expectations for relatively heterogeneous characteristics.
4. Conformance with specifications is a view of quality. Consistency is the extent to which design and performance characteristics meet standard standards. The definition above can be interpreted if the product sold by the manufacturer meets the business plan, the level of product qualification is accurate, which means it is a product that is expected by most consumers.
5. Aesthetics is the beauty of a product in five senses and can be defined as attributes related to the product, such as color, pattern or design, shape, taste, aroma, and others.
6. Quality impression Qualified quality is the consumer's perception of the overall quality or superiority of a product. Usually, due to the lack of buyer knowledge about the attributes or characteristics of the product to be purchased, buyers see the quality aspects of price, brand name, advertising, company reputation, and country of manufacture.

2.4. Consumer Satisfaction

Consumer Satisfaction is the main milestone in the success of a company. Therefore, to fulfill consumer Satisfaction, companies must be observant in knowing the shifting needs and desires of consumers that are constantly changing. According to Philip Kotler (2013): "Consumers can experience one of three general levels of Satisfaction, namely if performance is below expectations, customers will feel disappointed, but performance is under expectations, consumers will feel satisfied, and if

performance can exceed expectations, consumers will feel very satisfied, happy or joyful.” According to Tjiptono (2014): "Satisfaction comes from Latin, namely "satis" which means good enough or adequate and "facio" means to do or make."

The level of consumer Satisfaction can be determined based on five (5) main factors that must be considered by a company (Irawan, 2009), namely:

1. Product quality
2. Service quality
3. Emotional
4. Price
5. Cost/efficiency

2.5. Customer Loyalty

“Customer Loyalty is a customer's decision to voluntarily continue to subscribe to a particular company for a long time” Lovelock et al. (2011). According to Tjiptono (2004): “Consumer Loyalty is a customer's commitment to a brand, store or supplier based on a very positive nature in long-term purchases.” From this understanding, it can be interpreted that Loyalty to a brand is obtained because of a combination of Satisfaction and complaints. Customer Satisfaction comes from how much the company's performance is to create this Satisfaction by minimizing complaints so that long-term purchases are obtained by consumers.

Some indicators used to measure Customer Loyalty variables are:

1. Making regular repeat purchases.
2. Making purchases outside the product/service line.
3. Recommending products.
4. Demonstrating immunity to the full of the competition.

2.6. Marketing Services

Marketing activities are often interpreted as activities in marketing a product that is sold by a company and aimed at consumers. However, if you look at the true meaning of marketing, it is not just about selling products, but marketing also has essential activities in analyzing and evaluating all the needs and desires of customers. Marketing also includes all activities within the company. The definition of marketing according to Kotler et al. (2012): "The process by which companies create value for customers and build strong relationships with customers to capture value from customers in return.

According to Lovelock et al (2011): "Service is a form of service where customers or consumers can obtain benefits through the expected service value.”

The concept of service marketing is simply an effort to bring together products or services produced by a company with potential customers who will use the service, therefore the products and services produced by a company must be able to meet the needs and desires of customers.

According to Zeithaml et al. (2008): "The marketing mix is the elements of the company's organization that can be controlled by the company in communicating with guests and to satisfy guests.”

A marketing strategy, is a plan to describe the company's expectations about various marketing activities or programs for products in the target market (Tjiptono, 2008). In the marketing strategy there are five interrelated elements, the five elements are:

1. Market Selection
2. Product Planning
3. Pricing
4. Distribution System
5. Marketing Communication (promotion).

Inter-variable influence

2.7. H1: The Influence of Marketing Strategy on Customer Loyalty

According to Tjiptono (2017), a marketing strategy is a plan that describes the company's expectations of the impact of various marketing activities or programs on the demand for its products or product lines in a particular target market.

Research conducted by Ainun Berliani et al. (2024), Purnomo et al. (2022), Pratiwi et al. (2021), Panjaitan, D. et al. (2020) shows that marketing strategy has a positive and significant effect on Customer Loyalty.

Different results in research conducted by Ckhoirul Umam et al. (2020) stated that the variables in the marketing strategy in

the form of product, price, place, promotion do not affect consumer Loyalty to UD. IRZAN oyster mushroom products in Kalibagor Village, Situbondo District, Situbondo Regency only simultaneously.

2.8. H2: The Influence of Products on Customer Loyalty

Research conducted by Siti Fauzi'ah (2014) "The Influence of Product Quality on Customer Loyalty with Satisfaction as a Moderating Variable." States that product quality has a significant effect on Customer Loyalty. The results of testing using simple linear regression analysis show that product quality has a significant effect on Customer Loyalty.

Several studies conducted in the culinary, marketplace, coffee shop, and skincare fields report that product quality does not have a significant effect on Customer Loyalty, Maulidia Adinda Pramesti et al. (2021),. Dipo Hardi Dewantoro et al. (2021),. Nur Rahmawati et al. (2023),. Yuyuk Liana et al. (2024).

2.9. H3: The Influence of Marketing Strategy on Customer Satisfaction

Research stating that marketing strategy has a positive and significant influence on customer Satisfaction was conducted by Moawad et al. (2024),.Dodo Putra Mada Zakaria (2024),.Deni Setiawan et al. (2023),. Kim Do-Eun & Park et al. (2022),.Hayu Andira et al. 2021).

2.10. H4: Influence of Products on Customer Satisfaction

From Utami Sulistyaningrum's research (2014) "The Influence of Product and Service Quality on Consumer Satisfaction at the Koki Tappanyaki Express Restaurant." States that product quality has a positive effect on consumer Satisfaction at the Koki Tappanyaki Express restaurant, this is evidenced by the calculated t value > t table ($7.840 > 1.984$), significance is smaller than 0.05 ($0.000 < 0.05$), and the regression coefficient is positive at 0.228.

Research conducted by Melissa Tanuwijaya, Mohamad Yusak Anshori (2013) "The Effect of Service Quality and Product Quality on Pipop Copy Customer Satisfaction", states that Service Quality and product quality affect customer Satisfaction. The service quality factor has a higher percentage than product quality.

2.11. H5: The Influence of Customer Satisfaction on Customer Loyalty

Research conducted by Sucihati et al. (2022). "The Influence of Consumer Satisfaction and Service Quality on Consumer Loyalty at PT. Asuransi Ramayana Serang", states that consumer Satisfaction has a positive and significant effect on consumer Loyalty, this is evidenced by the t-value greater than the t table ($6.159 > 1.989$) with sig. $0.000 < 0.05$ so that H_0 is rejected and H_a is accepted.

Research conducted by Vani Febiola, Muhammad Iqbal Fasa and Suharto (2022). "The Influence of Customer Satisfaction on Customer Loyalty of Easy Wadiah Savings Product Users at PT. Bank Syariah Indonesia in 2022," states that there is a positive and relatively strong influence between Customer Satisfaction on Customer Loyalty in the Easy Wadiah Savings product of PT. Bank Syariah Indonesia with a correlation value of (+) 0.503. It means that the higher the customer Satisfaction, the higher the Customer Loyalty.

2.12. H6: The Influence of Marketing Strategy on Customer Loyalty through Customer Satisfaction

Research conducted by Udayana, I. B. N. et al. (2023). "The Influence of Marketing Strategy and Corporate Social Responsibility on Customer Loyalty Mediated by Customer Satisfaction of PT Unilever Indonesia Tbk " states that marketing strategy and corporate social responsibility have a positive and significant effect on customer Satisfaction and Customer Loyalty variables, customer Satisfaction also has a positive influence and a large impact on Customer Loyalty variables besides that customer Satisfaction can be a mediator between the relationship between marketing strategy and corporate social responsibility on Customer Loyalty.

Another study was conducted by Kusuma Setya Prabowo, R. (2024). "The Influence of Marketing Strategy, E-Banking Services on Consumer Loyalty with Customer Satisfaction as a Moderating Variable at PT. Bank Tabungan Negara (Persero) TBK. Magelang Branch Office" states that marketing strategy has a significant positive effect on Loyalty, e-banking services have a significant positive effect on Customer Loyalty, Customer Satisfaction can Moderate the Influence of Marketing Strategy on Customer Loyalty and Customer Satisfaction Moderates the Influence of e-banking Services on Loyalty

2.13. H7: The Influence of Marketing Strategy on Customer Loyalty through Customer Satisfaction

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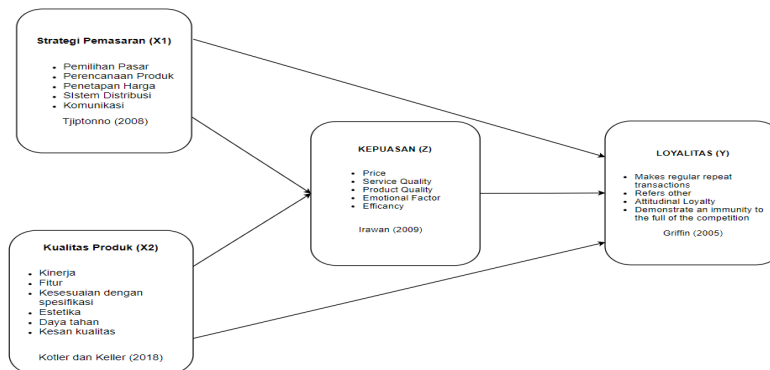


Figure 2.

3. Research Method

The research used in this study is a quantitative approach. Data collection was carried out through a questionnaire with alternative answers using an interval scale with an itemized rating scale. The sample in this study were Sumut Link Bank Sumut agents who were willing to be respondents. Statistical analysis using SEM-PLS (Structural Equation Model-Partial Least Square) with the help of SmartPLS 4.0.9 software.

4. Results and Discussion

Analysis of measurement model (outer model)

4.1. Convergent Validity

The measurement model in the study consists of a reflective and formative measurement model where the variables Marketing Strategy, Product Quality and Satisfaction are measured reflectively and Loyalty is measured formatively. In Hair et al. (2021), the evaluation of the reflective measurement model consists of a loading factor > 0.70 composite reliability > 0.70 and average variance extracted (AVE) > 0.50). The test results show that the Outer loading value is above 0.70, meaning that the convergent validity is perfect. The level of convergent validity indicated by the AVE value > 0.50 has met the requirements for good convergent validity.

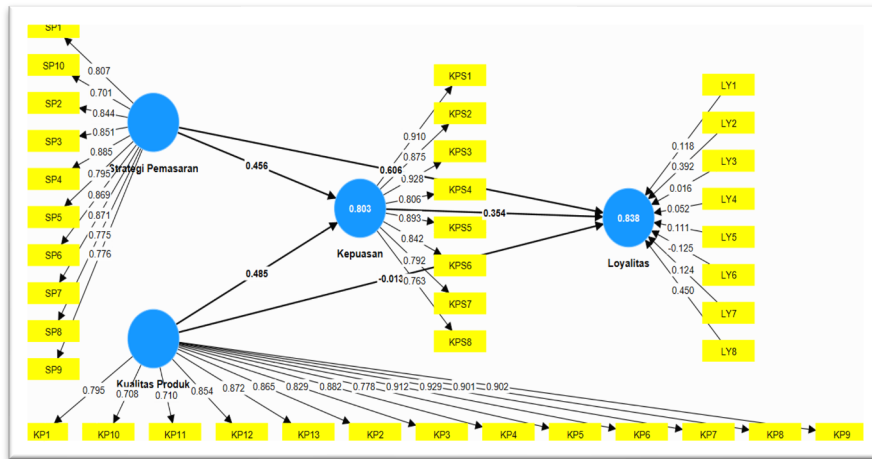


Figure 3. Results of SEM-PLS Bootstrapping processing Discriminant Validity

Discriminant validity is a form of evaluation to ensure that variables are theoretically different and empirically proven/statistical testing. Hair et. Al (2019) recommends HTMT because this measure of discriminant validity is considered more sensitive or accurate in detecting discriminant validity. The recommended value is below 0.90. The test results shown in table 4.5, show that the HTMT value is below 0.90 for a pair of variables, then discriminant validity is achieved.

4.2. Reliability Test

The level of variable reliability is acceptable, as indicated by Cronbach's alpha and composite reliability above 0.70 (reliable). The level of convergent validity indicated by the AVE value > 0.50 has met the requirements for good convergent validity.

Table 2. Average Variance Extracted

Variable	Cronbach's alpha	Composite reliability	AVE
Satisfaction	0.946	0.955	0.727
Product Quality	0.966	0.970	0.713
Marketing Strategy	0.945	0.953	0.671

4.3. Structural Model Analysis

Coefficient of Determination (R Square)

The R square statistical measure describes the magnitude of the variation of endogenous variables that can be explained by other exogenous/endogenous variables in the model. According to Chin (1998) the qualitative interpretation value of R square is 0.19 (low influence), 0.33 (moderate influence) and 0.66 (high influence). Based on the calculation results as shown in table 4.10, it can be said that the magnitude of the joint influence of marketing strategy and product quality on Satisfaction is 79.9% (high influence). The magnitude of the influence of marketing strategy and product quality on Loyalty through Satisfaction is 83.3% (high influence)

Table 3. R Square and Q Square

	R Square	Q Square
Satisfaction	0.799	0.795
Loyalty	0.833	0.768

Q Square

Q Square describes the measure of prediction accuracy, namely how well each change in exogenous/endogenous variables can predict endogenous variables. This measure is a form of validation in PLS to state the suitability of model predictions (predictive relevance). A q square value above 0 indicates that the model has predictive relevance, but in Hair et al. (2019) the qualitative interpretation value of q square is 0 (low influence), 0.25 (moderate influence), and 0.5 (high influence). Based on the processing results as shown in Table 4.10, the Q square value of the Satisfaction variable is 0.795 (high prediction accuracy), and the Loyalty variable is 0.768 (high prediction accuracy)

5. Hypothesis Test Results

Hypothesis testing between variables by looking at the t-statistic value or p-value. If the t-statistic of the calculation result is greater than 1.96 (t table) or the p-value of the test result is less than 0.05, then there is a significant influence between the variables.

Table 4. Direct Hypothesis Test Results

Hypothesis	Path Coefficient	p-value	F square	Conclusion
Marketing Strategy -> Loyalty	0.606	0.000	0.559	Accepted
Product Quality -> Loyalty	-0.013	0.915	0.000	Rejected
Marketing Strategy -> Satisfaction	0.456	0.000	0.352	Accepted
Product Quality -> Satisfaction	0.485	0.000	0.398	Accepted
Satisfaction -> Loyalty	0.354	0.026	0.152	Accepted

- The first hypothesis (H1) is accepted, namely that there is a significant influence of a Marketing Strategy on agent Loyalty with a path coefficient (0.606) and p-value (0.000 < 0.05). Every change in Marketing Strategy will increase Loyalty. The existence of Marketing Strategy in increasing Loyalty has a strong influence at the structural level (f square = 0.559). Improving Marketing Strategy is considered very important where when there is a policy to improve Marketing Strategy, the increase in Loyalty will increase to 0.828.

The results of the hypothesis test are in accordance with the results of research conducted by Aisah, S., Fatoni, M. I., Sulfiya, S., & Ramadhani, M. (2024). Analysis of the Influence of Digital Marketing Strategy on Customer Perception and Loyalty in E-Commerce concluded that an effective digital marketing strategy can not only improve customer perception and Loyalty but also have a direct impact on business growth in the digital era.

However, other studies have produced different results, research conducted by Umam, C., & Sutrisno, S. (2020). Marketing Strategy Towards Increasing Consumer Loyalty of Oyster Mushrooms at Ud. Irzan (Case Study in Kalibagor Village, Situbondo District, SITUBONDO Regency). The results of the study showed that the variables in the marketing strategy in the form of product (product), price (place), place (place), promotion. (promotion) does not affect consumer Loyalty to UD. IRZAN oyster mushroom products in Kalibagor Village, Situbondo District, Situbondo Regency
- The second hypothesis (H2) is rejected, namely there is a significant effect of Product Quality on Loyalty with a path coefficient (-0.013) and p-value (0.915 > 0.05). H0 is accepted, meaning there is no significant effect between the independent variable (product quality) and the dependent variable (Loyalty) simultaneously or together.

The results of the hypothesis testing are not in line with research also conducted by Ansri Anvilla, Z. ., & Djunaidi, D. (2024). The Effect of Branding Strategy and Product Quality on Customer Loyalty to Ms Glow Products in Kediri City reported that product quality has a huge significant influence on Customer Loyalty to MS GLOW products in Kediri City. High-quality, effective, and safe products will provide customers with Satisfaction, which in turn increases their trust in the brand.
- The third hypothesis (H3) is accepted namely, there is a significant influence of marketing strategy on customer Satisfaction with a path coefficient (0.456) and p-value (0.000). Every change in marketing strategy will lead to increased customer Satisfaction. The existence of a marketing strategy in increasing customer Satisfaction has a strong influence on the structural level (f square = 0.352).

Increasing marketing strategy is considered very important. Where when there is a policy to increase marketing strategy, customer Satisfaction will increase to 0.605.

The results of the hypothesis test are in line with the results of research was conducted by Maulida, R. F., & Sari, N. R. (2022). The Influence of Service Quality, Good Corporate Governance and Marketing Strategy on Customer Loyalty. The results of the study show that simultaneously, service quality, good corporate governance, and marketing strategy effect Customer Loyalty. At the same time, partially service quality, good corporate governance, and marketing strategy have a positive and significant effect on Customer Loyalty.

The results of the hypothesis test are different from the results of research was conducted by Maria, S., Jaya, U. A., & Mutiara, A. (2022). The Influence of Marketing Strategy and Service Quality on Fintech Customer Satisfaction (Lenders) at PT. Pintar Inovasi Digital (Asetku) in DKI Jakarta. The results of the hypothesis test with multiple linear regression analysis show that there is no influence of Marketing Strategy on Customer Satisfaction.

4. The fourth hypothesis (H4) is accepted namely, there is a significant influence of product quality on customer Satisfaction with a path coefficient (0.485) and p-value (0.000). Every change in product quality will increase agent Satisfaction. The existence of product quality in increasing customer Satisfaction has a strong influence on the structural level (f square = 0.398). The need to improve product quality is considered very important, where when there is a policy to improve product quality, customer Satisfaction will increase to 0.634.

The results of the hypothesis test are following with the research conducted by Sugirayanti, S., Wijayanto, A., Harianto, A. S., Mattarima, M., & Makkuradde, A. S. (2024). The Influence of Communication Quality and Product Quality on Customer Satisfaction at PT. Bank Negara Indonesia (Persero) Tbk. Panakkukang Mas Makassar Branch Office. The results of the study indicate that in general product quality (X2) has a significant positive effect on customer Satisfaction. Different research results were conducted by Novi Latifah (2024) The Influence of Service Quality, Complaint Handling and Product Quality on Customer Satisfaction of Murabahah Financing Products. The results of the study showed that there was no influence of product quality on customer Satisfaction, the results of the t-test t-value <t-table (-0.168 <1.290). And simultaneously the influence of service quality, complaint handling and product quality on customer Satisfaction of murabahah financing products is 6.6%, the results of the F test show that Fcount> Ftable (2.103> 2.010).

5. The fifth hypothesis (H5) is accepted namely, there is a significant influence of Satisfaction on Loyalty with a path coefficient (0.354) and p-value (0.026). Every change in Satisfaction will increase Loyalty. In the 95% confidence interval, the influence of Satisfaction lies between 0.044 and 0.665. However, the existence of Satisfaction in increasing Loyalty has a moderate influence at the structural level (f square = 0.152). The need to increase Satisfaction is considered very important where when there is a policy to increase Satisfaction, the increase in Loyalty will increase so that it is 0.665.

The results of the hypothesis test are in line with the research conducted by Dui April Yani Simangunsong, Annio Indah Lestari Nasution, & Muhammad Lathief Ilhamy Nasution. (2023). The Influence of Service Quality, Trust, and Satisfaction on Customer Loyalty: A Case Study of Bank Sumut Syariah KCP Lubuk Pakam. The results of the study showed that Satisfaction has a positive and significant effect on Customer Loyalty with a calculated value> t table (7.300> 1.661) and a significant value of 0.037 <0.005.

Different research results were conducted by Hanna Aqilah Farahdibaj (2023), The Influence of Customer Perceived Value, Perceived Ease Of Use, Satisfaction and Satisfaction on Customer Loyalty of Mobile Banking Bank Syariah Indonesia. The conclusion shows that the Satisfaction variable does not affect Customer Loyalty, which indicates that although customers may be satisfied with the service, this Satisfaction does not directly affect their Loyalty to the bank's digital application.

Table 5. Indirect hypothesis

Hypothesis	Path Coefficient	p-value	Upsilon v	Conclusion
Product Quality -> Satisfaction -> Loyalty	0.172	0.051	0.029	Rejected
Marketing Strategy -> Satisfaction -> Loyalty	0.161	0.025	0.026	Accepted

5.1. Calculation formula for effect size mediation upsilon (v)

$$\text{Effect Size Mediation Upsilon (V)} = \beta_{MX}^2 \beta_{YMX}^2$$

The sixth hypothesis (H6) is rejected where Satisfaction does not significantly play a role as a mediating variable, namely mediating the indirect effect of product quality on Loyalty with a path coefficient (0.172) and p-value (0.051).

The seventh hypothesis (H7) is accepted where Satisfaction significantly plays a role as a mediating variable, namely mediating the indirect effect of product quality on Loyalty with a path coefficient (0.161) and p-value (0.025). However, at the structural level, the mediating role of Satisfaction is still classified as a moderate influence (upsilon v = 0.026). In the 95% confidence interval, by increasing Satisfaction, this mediating role will increase to 0.308.

6. Conclusion

Based on the results of the data analysis conducted, it can be concluded that:

1. The product quality variable does not have a significant effect on agent Loyalty, with a p-value = 0.915. This indicates that the development of product quality has little impact on increasing agent Loyalty.

2. The marketing strategy and Satisfaction variables have a significant effect on agent Loyalty. Marketing strategy and product quality partially affect agent Satisfaction.
3. Satisfaction is a significant mediating variable between marketing strategy and agent Loyalty with the structural level of the mediating role of Satisfaction is still classified as a moderate influence (upsilon $v = 0.026$). However, Satisfaction does not significantly play a role as a mediating variable, namely mediating the indirect effect of product quality on agent Loyalty with a path coefficient (0.172) and p-value (0.051).
4. The research model shows a level of conformity with the model estimate of 0.065, which means that the model has an acceptable fit.

7. Suggestions

Based on the conclusions obtained, the following are suggested:

1. Improving product quality needs to be done consistently to increase network availability so that the Sumut Link application is not constrained.
2. Facilitating the availability of agent communities facilitates interaction between agents which in the end can increase the effectiveness of marketing strategies.
3. So, Sumut Link offers more benefits for agents.
4. Convincing agents not to be interested in using other similar products
5. Strengthening the Sumut Link system needs to be continuously developed so that agents feel safer and more comfortable in making transactions.
6. Bank Sumut is advised to continue to maintain and improve services that reflect the integrity and concern of officers for customers, because this directly increases agent Satisfaction and Loyalty.

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