

## **Pengaruh Logistic Service Quality Terhadap Customer Retention Dengan Past Experience Sebagai Variable Moderasi**

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### **Abstrak**

The security industry has become an essential part of modern business operations, where trust and reliability are key elements for maintaining customer relationships. In the era of digital transformation, security service companies are challenged to design effective marketing strategies and deliver excellent service quality to retain customers and strengthen loyalty. This study aims to review and analyze existing literature on the role of marketing strategy and service quality in enhancing customer loyalty within the security industry. Using a qualitative approach through literature review, this research examines studies published between 2020 and 2024. The findings indicate that marketing strategies supported by digital transformation, relationship marketing, and service excellence significantly influence customer loyalty. In addition, consistent communication, professionalism, and technology-based service innovation strengthen clients' trust and create long-term partnerships.

**Keywords:** *marketing strategy, service quality, customer loyalty, security industry, digital marketing*

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### **PENDAHULUAN**

In today's competitive business environment, companies in the security industry must implement effective marketing strategies and maintain excellent service quality to ensure customer loyalty. The increasing demand for protection—both physical and digital—has driven the growth of security services. However, firms in this sector face persistent challenges such as limited service differentiation, client trust, and brand credibility. These challenges emphasize the importance of strategic marketing supported by reliable service performance to strengthen long-term customer relationships.

Marketing strategy serves as the foundation for achieving business goals by creating value and building customer trust. In the security industry, strategies should highlight professionalism, responsiveness, and reliability rather than emotional appeal. A comprehensive marketing mix—covering product, price, place, and promotion—must align with customer expectations. Studies indicate that relationship-oriented strategies focusing on trust and long-term collaboration enhance customer retention (Sari & Pramudita, 2022). Furthermore, digital transformation plays an essential role; social media, corporate websites, and online testimonials have become effective tools for demonstrating credibility and transparency (Daryanto & Santosa, 2023).

Equally important, service quality determines the success of marketing strategies by influencing customer satisfaction and loyalty. According to Parasuraman, Zeithaml, and Berry (1988), service quality dimensions—reliability, responsiveness, assurance, empathy, and tangibles—remain key indicators of customer perception. In the security context, these aspects translate into discipline, professionalism, and effective communication from security personnel (Wijaya & Nurhayati, 2021). Companies that provide timely responses, continuous training, and technology-supported monitoring systems such as GPS and digital reporting demonstrate stronger client satisfaction and trust (Fauzan & Rahim, 2023).

Customer loyalty, in turn, represents a combination of behavioral commitment and emotional attachment to a service provider (Oliver, 1999). In the security sector, loyalty manifests through contract renewals, referrals, and long-term cooperation. High service quality and credible marketing communication enhance loyalty by ensuring that customer expectations are met consistently (Lestari & Gunawan, 2023).

Overall, existing studies confirm that marketing strategy and service quality are interdependent in driving customer loyalty. Effective marketing builds a positive image, while high-quality service delivery reinforces that image and sustains trust (Nugroho & Mulyani, 2021). For security companies, aligning marketing promises with operational performance is crucial for maintaining credibility and achieving sustainable client relationships (Setiono & Hapsari, 2023).

## METHODOLOGI

This study uses a qualitative descriptive approach through a literature review. According to Snyder (2019), this method helps identify research gaps, summarize existing findings, and build conceptual frameworks. The study focuses on interpreting how marketing strategy and service quality influence customer loyalty in the security industry.

Secondary data were obtained from:

- Peer-reviewed journals (2020–2024)
- Books and conference proceedings on marketing and management

### Data Collection Technique

Literature was collected systematically through:

- Identification: Using keywords such as marketing strategy, service quality, and customer loyalty.
- Screening: Selecting reputable journals (2020–2024).
- Eligibility: Reviewing abstracts and full texts.
- Inclusion: Compiling relevant articles for analysis.

### Data Analysis Technique

Data were analyzed using qualitative content analysis (Bengtsson, 2016), including:

- Data Reduction: Summarizing main findings by theme.
- Data Display: Presenting key patterns and concepts.
- Conclusion Drawing: Developing a conceptual link between marketing strategy, service quality, and loyalty.

### Validity and Reliability

Source triangulation was applied by comparing data from multiple journals to ensure credibility and objectivity.

## **Conceptual Framework**

Marketing strategy shapes customer perceptions, while service quality builds trust and satisfaction. Together, these factors enhance customer loyalty in the security industry.

## **RESULTS AND DISCUSSION**

The literature review shows that marketing strategy and service quality are key factors influencing customer loyalty in the security industry. Marketing strategy determines how companies position themselves in the market, while service quality ensures consistent satisfaction and trust. When these two elements align, they create a sustainable competitive advantage and foster long-term relationships.

### **Marketing Strategy and Customer Loyalty**

An effective marketing strategy in the security sector focuses on trust, reliability, and professionalism. The marketing mix – product, price, place, and promotion – must highlight safety and credibility (Kotler & Keller, 2021). Studies indicate that consistent communication, responsive service, and strong brand integrity enhance emotional attachment and loyalty among clients.

### **Service Quality and Customer Satisfaction**

Service quality remains a major determinant of loyalty. Elements such as reliability, responsiveness, assurance, empathy, and tangibles (Parasuraman et al., 1988) shape client perceptions. Research shows that high service standards increase satisfaction, leading to repeat contracts and positive recommendations (Ali & Anwar, 2021; Chinomona, 2022).

### **Interaction Between Marketing and Service Quality**

Marketing attracts customers, while service quality retains them. Consistency between marketing promises and actual service performance builds trust, whereas any gap can lead to dissatisfaction and brand damage. Therefore, marketing and service delivery must operate in harmony to sustain customer loyalty.

### **Implications for the Security Industry**

Security firms should integrate marketing efforts with operational excellence. Investment in personnel training, technology, and client communication is essential to maintain credibility. Regular evaluation of customer feedback ensures that service quality aligns with market expectations and supports long-term business growth.=

## **CONCLUSION**

This study concludes that marketing strategy and service quality play an essential and interrelated role in building customer loyalty within the security industry. An effective marketing strategy enhances brand image and trust, while high service quality strengthens satisfaction and retention. To sustain competitiveness, companies should integrate both aspects by focusing on relationship marketing, ensuring consistency between promises and actual service, enhancing employee professionalism through continuous training, utilizing customer feedback for improvement, and adopting digital technologies to increase efficiency and satisfaction. Through these efforts, security firms can achieve stronger client loyalty and long-term business success.

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